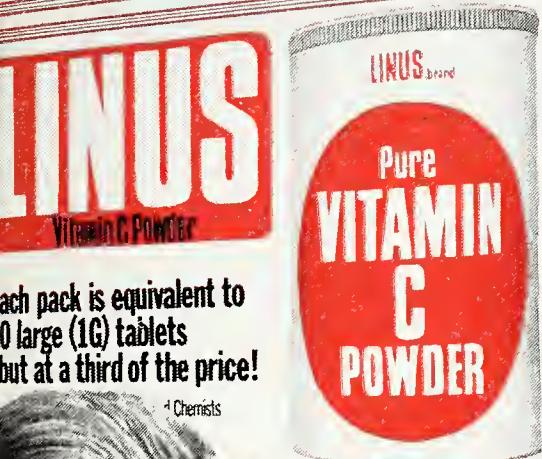


# CHEMIST & DRUGGIST

newsweekly for pharmacy

**Cash  
in on  
heavy Tube promotion**

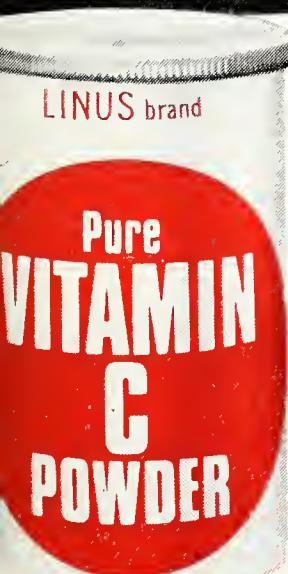


Each pack is equivalent to  
0 large (1G) tablets  
but at a third of the price!

<sup>1</sup> Chemists

Directions (unless otherwise recommended by the doctor) for adults:-  
1. Professor L. Pauling, holder of the Nobel Chemistry Prize recommends the following dosage scheme for good health and the avoidance of the common cold:  
1 to 1½ level teaspoons to be dissolved in ½ a tumbler of water or juice, preferably after a meal. A little may be added to the water if desired.  
2. At the first sign of a cold, take 1 of a level teaspoon (as above), follow one hour later and one hour.  
Usually at least 10 days taken daily. Thereafter as recommended by the doctor.

**and National Campaign**



Profit from this  
Chemists only line nationally  
distributed through Wholesalers  
or direct from:  
Chatfield Laboratories 345 Goswell Road  
London EC1 Telephone 370 4664

## BABYCARE

SPECIAL SUPPLEMENT

**How chemists  
may account  
for VAT**

**Scots ahead  
with health  
education**

**'Which?' attack  
on medicines  
advertising**

**First success  
for PATB  
course**

The sunshine is breaking through  
in a BIG way this year

# Haliborange TABLETS

*With a massive Haliborange Tablets advertising campaign  
aimed at bringing in bigger and better sales for you than ever before!*

A really full-colour splash in women's magazines and a massive black and white campaign in the national press—the total circulation of which is over 190 million copies (and that makes pretty good sales sense!). The campaign is concentrated in two powerful bursts from weeks commencing October 9th to December 11th and January 8th to February 26th.

A big TV campaign consisting of 30 and 15 second colour commercials on every *ITV station*, screening at peak hours 3 times an evening. Every station will be showing at least 12 spots between October 13th and November 3rd. 13½ million housewives will have the chance to see these great new commercials—that's 80% of housewives in all ITV homes.

*With a campaign like this, there'll be  
a terrific demand this winter for Haliborange  
Tablets. So stock up now—and this cold  
season, let the sunshine in.*



Securitainer pack—for greater sales appeal.



Haliborange is a Trade Mark of  
ALLEN & HANBURYS LIMITED  
LONDON E2 6LA

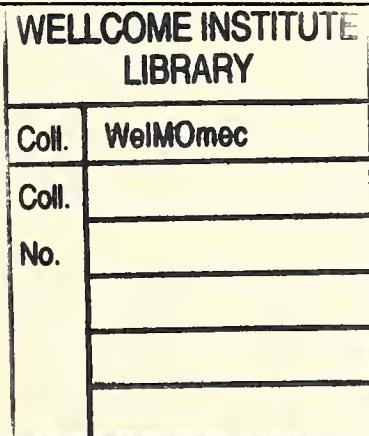
# CHEMIST & DRUGGIST

113th year of publication Vol. 198 No. 4826

The newsweekly for pharmacy

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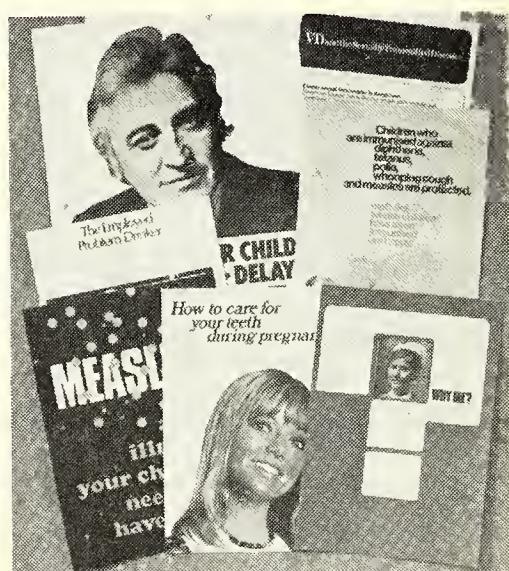
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 of Circulations

**A Benn Group Journal**



Pharmacists in Scotland will now be receiving material for their latest health education campaign (See p 374)

# 'Which?' attack on medicines advertising

"The best way of treating advertisements for patent medicines is to disregard them", says the September issue of the Consumer Association's magazine, *Which?*

The magazine examined Press and television advertising for eight products—and finds that all contravene the principle of the Code of Advertising Practice that "advertisements should not, directly or by implication, be misleading."

"The obvious solution is to make the Code less permissive, and to tighten up the system by which it is enforced."

"However, it may be that the advertising of medicines is too delicate and difficult an area for the advertising to be expected to keep its own drug houses in order."

Some hope for the future is seen by *Which?* through the powers given to Ministers under the Medicines Act (it will be possible for products to be advertised only in the terms for which a licence has been granted).

The products whose advertising is specifically criticised are Sanatogen, Phillips Tonic Yeast, Haliborange, Anadin, Phenasic, Phyllosan, Iron Jelloids and Fynnon Salt.

*Which?* concludes: "It's clear from this short survey that some advertisements make claims for proprietary medicines which can't be substantiated. People who are persuaded by these claims to buy the medicines are wasting their money. Sometimes they might be endangering their health."

## 'Clean-up' in Ayrshire

In conjunction with the county police, pharmacists in Ayrshire are to stage a "clean-up" of old drugs and medicines. The campaign, organised by Ayrshire Branch of the Pharmaceutical Society, will start on October 2 for four weeks.

The organisers hope to collect as many old medicines as possible and are stressing the many dangers of storing unused medicines in the home. A similar scheme was run a few years ago by the health education unit of the Scottish Office.

Unfortunately, however, the original campaign cannot be continued, so Ayrshire pharmacists have planned their own.

## Koscot to appeal

Koscot Interplanetary (UK) Ltd, the cosmetics' company which operated a pyramid selling scheme, has given notice of appeal against the compulsory winding-up order made by Mr Justice Megarry in the High Court on July 31. Its associated Swiss company, Koscot AG has also given notice of appeal against a similar order made at the same time.

When applications by the Department of Trade and Industry to wind-up the companies were granted, the judge commented that the pyramid selling scheme they operated "reeked of cunning and dishonesty".

## Hexachlorophane: French controls

France will shortly institute controls on all beauty and toilet products using more than 1 per cent of hexachlorophane, the Health Minister, M. Jean Foyer announced on August 30.

This decision follows the recent deaths of nearly 30 babies after their mothers used talcum powder which contained 6 per cent of hexachlorophane. The deaths (C&D, September 2, page 326) had been the result of an accident due to "human failure" in the powder's manufacture.

## Good July for chemists

July was a good month for retail sales by chemists compared with the same period of last year. Independents increased their sales by 9 per cent.

Indices for the month were: all chemists, 171 (+ 11 per cent), independents 156 (+9), multiples 196 (+14), Co-operatives 113 (+9). The figures are issued by the Department of Trade and Industry.

The returns do not allow for NHS receipts.



Seen here at a luncheon held for the prizewinners of the Roja "Colourful world of Belle Colour" competition at London's Inn on the Park Hotel are the three runners-up. From left to right: Mrs I. Burrage (P. Burrage, New Barnet, Herts), Mrs M. Buist (C. Daykin, Leamington Spa), and Mrs E. Howard (Mr McGregor Ltd, Shentfield, Essex). The first prize was a holiday for two in Bermuda or £500 in cash. The runner-up prizes were portable colour television sets or the cash value. First prize went to Mrs M. Harrison (John B. Harrison Chemists Ltd, Rotherham, Yorks)

## FPA open a clinic/'shop'

The Family Planning Association has opened at the "express wish of the local health authority" a family planning "shop" and clinic in Shepherd's Bush Road, Hammersmith, London. It is, hopes the FPA, a prototype for many.

The "shop" which is open five days a week, gives free supplies of contraceptives. Men are entitled to 12 free condoms a month. Women can obtain free aerosol foam over the counter but the cap and coil have to be fitted by a doctor. If a girl asks for the pill her doctor is informed first.

In an interview in the London *Evening News* a local pharmacy, next door but one, said that they were not happy about the shop. "For one thing, it takes business away from us. These places ought to be on side streets not in full view of everyone."

## Too many names?

There are too many names for medicaments. According to Dr Alexandre Manuila, chief, office of publications and translations, World Health Organisation, some drugs may be known by as many as 80 different names.

In an interview which appears in the latest issue of *World Health* he says that

50,000 medical terms now form the basic vocabulary of the medical profession.

Dr Manuila points out that the situation is even more complicated than this figure indicates because "at any time in his career, the doctor may come up against a profusion of other specialised terms in the various subdivisions of medicine and allied subjects. The number of such words already exceeds 150,000.

"The trouble," says Dr Manuila, "is that a third of the terms used in medicine are not only superfluous, but also cause confusion . . . Ten or twenty words can be used to describe the same disease, cell or bacterium." At the same time, scientific progress continually adds new terms.

The World Health Organisation is trying to create order out of this chaos by designating a single international name for each drug. France, the UK, USA and USSR now insist that manufacturers label their products with the international name in addition to the trade name, to make them easily identifiable throughout the world.

All countries have not yet followed this wise example, says Dr Manuila, who concludes that agreement on medical terminology must be sought without delay in order to dispel confusion and to facilitate communication in the medical sciences.

# Public relations drive launched by the ABPI

The Association of the British Pharmaceutical Industry are making a concentrated drive to get across to the public the important role of the pharmacist in the health team and the contribution made by the pharmaceutical industry to the health of the nation.

During this week a multi-coloured showcard emphasising this fact is being posted to retail pharmacies and the National Pharmaceutical Union is asking that it be displayed as long as possible. An updated booklet, packed with statistics and other facts on the industry, the NHS and the nation's health, is also being posted.

A new leaflet, "Keeping Britain Healthy", is being made available by ABPI in quantity, free, for dispensaries and waiting areas. This tells the patient, in cartoon style, about the correct use and storage of medicines, and says "a pharmacist's advice is good advice". Copies (minimum 100) available from ABPI.

At the Royal Exchange, London, the first-ever public exhibition of the work of medical artists, medical photographers and visual aid specialists is being held September 21-October 4.

The exhibition is sponsored by ABPI as is also a symposium on "Medicines in the

seventies" on September 25. The all-day symposium will take place at the Royal College of Physicians, 11 St Andrews Place, Regents Park, London, and there are still some vacancies for pharmacists. Applications for free places should be made to Mr W. McMillan, ABPI, 162 Regent Street, London W1R 6DD.

## 'Benorylate a useful drug'

"Benorylate appears to be a definite improvement on current formulations of aspirin and should be a useful drug for the treatment of patients with chronic rheumatic disorders", writes a consultant from St Thomas's Hospital, London, in last week's *British Medical Journal*.

The author, Dr D. N. Croft, reiterates that although aspirin is one of the safest and most useful drugs its gastric effects are a problem because of the large quantity consumed.

Probably one-quarter of all

cases of haematemesis and melena in Great Britain are precipitated by aspirin, representing about 7,000 admissions to hospital a year.

Dr Croft assumes a mean blood loss of 1ml/day with continuous aspirin ingestion of 1g/day, and says that the figure when applied to the whole community could mean a gastrointestinal loss of more than 90,000 L of blood a year.

The study lends support to the view that three groups of subjects can be distinguished with regard to occult drug-induced gastric bleeding — 10 per cent of the population not bleeding, 80 per cent who are sensitive to aspirin and lose 2-10ml of blood/day and 10 per cent who are particularly susceptible to gastric irritants and lose more than 10ml/day when taking aspirin.

The majority group did not bleed with Benorylate, the study showed. Properties of the new drug were described in *C&D*, July 15, p.73.

## Sulphonamide controls eased

From October 1, it will again be possible for pharmacists to supply certain sulphonamide eye preparations to opticians and those required to keep statutory first-aid equipment.

Preparations containing sulphanilamide and its derivatives were restricted to sale and supply only on prescription under the Therapeutic Substances (Control of Sale and Supply) No 2 Regulations 1971. This was to implement the recommendations in the Report of the Joint Committee on the use of Antibiotics in

Animal Husbandry and Veterinary Medicines (the Swann Committee).

The purpose of the Therapeutic Substances (Sulphanilamide Derivatives) (Supply of Eye Drops and Eye Ointments) Regulations 1972 is to permit the sale and supply without prescription of eye ointments containing sulphacetamide sodium to persons under statutory obligations with respect to first-aid rooms or first-aid boxes or cases, and of eye ointments or eye drops containing sulphacetamide sodium or sulphafurazole diethanolamine to ophthalmic opticians for the purposes of their profession or business.

Sulphacetamide eye ointment is exempt S4B, and the eye drops, although still S4B, may be supplied to opticians for administration to patients (not for supply to patients).

## UK company aids Philippines

Following the recent disastrous flooding in the Philippines Bristol Laboratories have supplied a large quantity of Kantrexil.

The British company answered an urgent call from the World Health Organisation in Geneva for the antibiotics to be sent to Manila where infectious diarrhoea and dysentery has reached epidemic proportions.

Bristol Laboratories mobilised the resources of their European and American associate companies to help meet the demand and the directors authorised the free donation of a quarter of the required drugs.

## Welcome to Keele . . .



Ready to welcome British Pharmaceutical Conference members to Keele University next week are local committee members: (standing, left to right)—Roger Wain, Mrs Doris Turner, Mrs Norma Burrows, Mrs Kay Morrell, Gerald Mee, Mrs Thelma Taylor, Harry Morrell, Miss Joyce Platt, Derek Hammond, Miss Joyce Plummer, Leslie Walton, Mrs Peggy Walton, Ron Malkin; Seated—Eric Burrows (treasurer), Peter Taylor (secretary), Allen Aldington (member of Council), Cyril Turner (chairman), G. Duncan Ross (vice-chairman), Michael Edwards (assistant secretary)

# COMPANY NEWS

## Lack of sales growth worries NPUM

The chairman of NPU Holdings Ltd, Mr A. Medcalfe, in his annual statement says that the lack of growth of NPUM products "remains a matter for great concern and confirms the belief that NPUM resources need to be regeared to enable them to play a much more active role in creating sales and profit growth for independent retail pharmacists".

On the increasing share of turnover represented by NHS dispensing the chairman says this is a "serious and worrying feature, particularly as the volume of NHS dispensing overall is not increasing in real terms".

Considerable research is necessary before the viability can be established, or the benefits quantified, for a voluntary trading organisation (VTO), but adds Mr Medcalfe, "if independent pharmacy is to be preserved for the future in something like its present form, action is important now".

Currently ways of creating an integrated distribution system based on a low cost warehouse function to enable NPU member to buy on term comparable with those available through other VTOs are being sought.

About 40 per cent of NPU members' purchases are currently made direct from manufacturers. "We must exploit our total buying power in order substantially to improve our marketing ability." The chairman concludes that the NPU is "best placed and probably the only organisation capable of establishing a VTO for retail pharmacy."

The profit, before tax, of NPU Holdings Ltd rose to £19,633 in the year ended March 31, against £15,430 in the previous year. After tax and with £13,312 brought forward £31,391 is available for appropriation. A dividend of 6 per cent is recommended against 5 per cent in 1970-71.

The figures include a dividend of £10,000 gross from NPU Marketing Ltd—in the previous year the dividend was £6,500.



Lucky winners of a competition for the Ovaltine sales force, the prize of which was an all-expenses paid day at the Munich Olympic Games on Sunday, with Mr E. P. Godden, managing director, Wander Ltd (front left) and Mr W. W. Betts, general sales manager, Wander's dietetic foods division (front right)

## Hill's take over Henry Sykes

Hill's Pharmaceuticals Ltd, have purchased the entire share capital of Henry Sykes & Son Ltd, Huddersfield, Yorks.

Henry Sykes will continue to operate under their own name with the existing management, so maintaining the customer relationship which has developed over nearly 100 years trading. A move into larger premises at Waterloo Bridge Works, Wakefield Road, Huddersfield, was made on September 4 from which Henry Sykes are now able to supply Hill's range of "ethical" drugs, and sundries to registered pharmacists only.

## Resigns after 23 years

Mr H. R. Duncan, joint managing director of Thos Christy & Co Ltd, has resigned after 23 years with the company because of policy differences.

During his five years as joint managing director he has been responsible for the sales and

marketing of the Christy lines and the Norman Hartnell agency. He was also responsible for the company's sales force.

Mr John Glover, joint managing director with Mr Duncan, takes over as sole managing director in charge of production and sales.

## Brighter outlook for K&K

There are signs that the pharmaceutical industry is recovering to "something nearer its former level", says Mr M. H. Ostler in his annual statement to shareholders of Kingsley & Keith Chemical Group Ltd for the year ended April 30.

He had previously mentioned that the industry had been badly affected by over-production last year and many pharmaceutical substances had been offered below cost during the period. The company had managed, however, to maintain its position as supplier of both therapeutic and intermediate chemicals during that difficult period.

## Medical Supply expands

Agreement has been reached for the acquisition by the Medical Supply Association Ltd, of the share capital of A. Young & Son Ltd, Edinburgh, reputed the oldest established surgical instrument manufacturers in the UK.

Mr John Ross, of Medical Supply, takes over as chairman and managing director and Mr. R. Robertson, present manag-



Mr H. R. Duncan

ing director of Young & Son, will join the board of Medical Supply.

Mr Ross founded Hogg & Ross Ltd, in Dundee, in 1944, now a subsidiary of Medical Supply Association (Holdings) Ltd. Mr R. Robertson and his late father have had between them over 100 years' service with A. Young & Son.

## HAL expands in India

Hindustan Antibiotics Ltd's project for undertaking manufacture of semi-synthetic penicillins on the basis of a collaboration agreement with American Home Products Corporation (at an estimated cost of Rs 5m) is awaiting governmental clearance.

A project for setting up a second unit for streptomycin production which will double production at a cost of Rs 35m. is also under consideration of the Indian Government. A plan to increase the vialing capacity of the company to 85 million has been sanctioned at a cost of Rs 7.15m.

## In brief

**Mr C. O. Wood**, MPS, High Street, Oxshott, Surrey, is retiring. His business has been acquired by Southmark Shops Ltd, proprietors of the Bridge Pharmacy, Leatherhead. The superintendent of Southmark Shops Ltd, Mr E. A. Hepworth, MPS, has controlled the Bridge Pharmacy, Leatherhead, for nearly four years. Before this he was in the pharmaceutical industry, mainly in the Middle and Far East.

**Seamus Kennedy Ltd** have acquired Roches' pharmacy, Main Street, Donnybrook, Dublin. The director of the company, Mr Seamus Kennedy, after qualifying in 1959, was attached to Floods' pharmacy in Terenure, Dublin, before transferring to the pharmacy his firm has now acquired. Subsequently he was attached to Super-Pharm Ltd in Ballymun.

**Weddel Pharmaceuticals Ltd** are moving on September 18 to 4th floor, Salisbury House, London Wall, London EC2M 5XD (telephone: 01-638 6088).

**Royal Society of Health** is moving to 13 Grosvenor Place, London SW1X 7EN on September 15. Telephone: 01-235 9961.

**Lewis & Peat Ltd**: Pre-tax profits for the year to March 31, rose from £2.14m to £2.53m, and the dividend is lifted 5 per cent to 35 per cent.

# PEOPLE

**Mr Eustace-Pedlar**, secretary of the Plymouth Pharmaceutical Committee for 25 years, was entertained to a dinner, together with his wife, by the Committee, to mark the occasion. As a token of appreciation of his long and unstinting service he was presented with a pair of silver candlesticks.

Mr Eustace-Pedlar pointed out that he was the second pharmacist to serve this period, his predecessor and apprentice-master being Mr C. Condy U'Ren.

**Mr Joseph Cahill**, assistant registrar of the Pharmaceutical Society of Ireland, was called to the Bar recently. He becomes the fourth pharmacist on the Republic's register to have earned that distinction. The three other pharmacists who are also eligible to practise as barristers are: the registrar of the Society, Mr J. G. Coleman; Miss Irene Keaney, who engages in dispensing at the Dublin Health Authority's central dispensary in James' Street, as well as acting as an official reporter in the High Court, and Mr Frederick Stanley Watson, a pharmaceutical representative with Glaxo Laboratories (Ireland) Ltd.

## Deaths

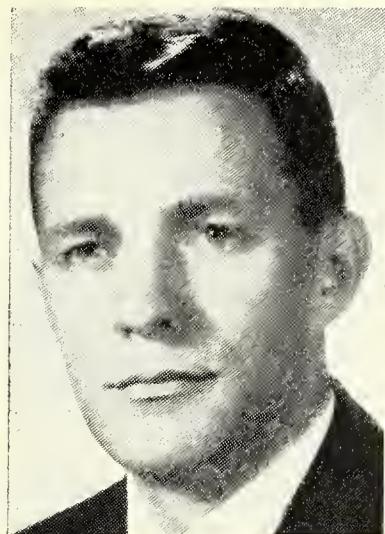
**Cullen:** Recently, Mr Michael John Cullen, 298 North Circular Road, Dublin. Mr Cullen qualified as a registered druggist in 1930 and with his wife, Mrs Elizabeth Cullen, who is a pharmacist ran a pharmacy at North Circular Road.

**Kerkhoff:** On August 27, Mr William John Dedicoat Kerkhoff, MPS, 40 Lions Lane, St Leonards, Ringwood, Hants. Mr Kerkhoff qualified in 1925.

## Appointments

**P. P. Payne Ltd** have appointed Mr Jack Telford sales representative in the North-east for their strapping division.

**Eli Lilly & Co Ltd:** Mr John P. Berdusco has been named director of manufacturing operations at Basingstoke. Mr Berdusco, a Canadian with BA degrees in pharmacy and chemical engineering from the University of British Columbia and an MBA degree from



Mr J. P. Berdusco

Butler University, Indianapolis, USA, formerly held the position of director of research and development for Elizabeth Arden Inc, New York. He succeeds Mr J. E. Hoover who has been appointed to the parent company in Indianapolis.

**CIBA - Geigy Chemicals Ltd:** Dr Hans A. Kindler, 34, has been appointed managing director in succession to Dr H. U. Meister, who returns to CIBA-Geigy, Basle, as head of group chemical engineering technology. Dr Kindler joins from the pharmaceutical division of CIBA-Geigy Ltd, Basle.

**L.R.C. International Ltd:** Messrs Brian Lynch and John Roberts have been appointed to the board. Mr Roberts has also been appointed managing director of the subsidiary LR Industries Ltd.

## NEWS IN BRIEF

□ Wheelchairs for the permanently disabled, which have hitherto been issued by the Department of Health only on the recommendation of a hospital consultant, may now be recommended also by general medical practitioners in the NHS and by doctors employed by local authorities.

□ As part of a "National mastitis awareness scheme" a leaflet is being sent to all dairy farmers drawing attention to the fact that mastitis in cattle can be controlled and indicates that half the cows in Britain have sub-clinical mastitis and losses equal £9 for every cow every year.

□ A protocol on scientific and technological co-operation between the USSR State Committee for Science and Technology and the Dutch chemical company Akzo NW has been signed in Moscow.

## Topical reflections by Xrayser

### Space programme

We are constantly engaged in a space programme which threatens to leave us with no option but to take over the supermarket next door, and events in the past few weeks have, in the dispensing department alone, thrown up new and difficult problems to aggravate the situation—a situation of growing congestion and bursting at the seams.

To begin with, there is the insidious invasion of the "original" pack of tablets in which we are faced with the dilemma posed by the new product taking up precisely four times the space required by the "bulk" bottle of past years, and that despite statements made on behalf of the manufacturers that such units would be easier to store.

And that has been aggravated by the policy of drug manufacturers in issuing new strengths of either half, or double the original—or both. The mail over the past week or two has brought intimation of a tablet containing 20mg of frusemide to take its place—if a place can be found—beside the well-established 40mg size, the latter already scored for easy division if a half dose is required. And in the next parking lot we now have two different strengths of indomethacin and three of methyldopa. Then there is a new and improved version of a hypertensive containing bendrofluazide, reserpine and potassium, all rolled into one in the form of a package deal. And I note that dosage is one or two tablets, so that in that particular case it is envisaged that the patient may swallow two fairly large tablets, whereas salbutamol, which is very small indeed in the 2mg dosage, has been joined by a 4mg one.

Meanwhile, we cast covetous eyes on the supermarket next door, for while all the new drugs are said to be generally well-tolerated, our tolerance grows thinner.

### The plague

Only recently there came into my hands a copy of a lecture given by Dr T. D. Whittet on the role of the apothecaries in the Great Plague of London of 1665. The lecture was appropriately delivered in the tercentenary year of the plague, and although the position of the apothecaries has been acknowledged on frequent occasions, the lecturer has been at great pains to secure documentation of the names of those who remained at their post during that dreadful period.

Many died on duty, but there was a surprising number of survivors, and much more complete lists have been compiled than I should have thought possible. It has been said, and the author repeats the statement, that the physicians fled the West End and took themselves off after their wealthy patients who had removed themselves to more salubrious areas, while the apothecaries stayed with their poor patients in the worst-affected districts.

Some opprobrium has been attached to the physicians for their departure, but it is possible that there were economic pressures of a different kind on both physician and apothecary.

### Parallel

There may be something of a twentieth century parallel in what took place in 1940-41 in a time of severe bombing when, as in 1665, all those who could leave the scene were advised to go, children in particular. In the East End there were scenes of horror and death on a large scale amongst people who were unable to leave, much as they may have wished to do so.

# NEW PRODUCTS AND PACKS

## Over-the-counter medicinal Reckitts launch Menthalin

Menthalin is a "decongestant handkerchief of non-woven fabric with menthol, eucalyptus and camphor micro-encapsulated into the fibres". It comes from Reckitt & Colman. The handkerchief will sell in packs of 10 (£0.20). The company say it will be available through chemists, grocers, departmental stores, "some tobacconists, and some newsagents".

It is made of a soft non-woven fabric. When the handkerchief is squeezed, the vapours are released, "giving relief to the sufferer". The softness of the fabric minimises soreness around the nostrils and each handkerchief is said to last at least one day.

The product will be backed by one of the heaviest promotions undertaken by the company. Television advertising on all stations begins at the end of October, and women's magazines will feature whole page advertisements. In addition, there will be a special sampling operation through *Woman* in a November issue. Point-of-sale material is being made available (Reckitt & Colman household division, Dansom Lane, Hull).

## Cosmetics and toiletries

### Eye shadow palettes

Softly, pearlised shadows are the basis of a new range of eye shadow palettes, Blooming Colours (£0.49) from Maybelline. There is a choice of three palettes each containing four shadows which are presented in a slim-line pack with the Maybelline four-sided applicator and special oval godets (Maybelline Eye Cosmetics, White Laboratories, Penarth Street, London SE15).

### Two Clairol hair shades

Two new silver shades have been added to the Clairol Loving Care range of hair colourants for "the woman who wants to enhance her grey hair". Silvery-blue cartons distinguish the new shades, Silvery Pearl and Silvery Slate (£0.42) from the other cover-grey shades of Loving Care. The manufacturers claim that even the



woman with a sprinkling of grey hair will benefit as Loving Care conditions as it colours. Application of Silvery Pearl and Silvery Slate is the same as for the other Loving Care colours.

A new shade chart, which features the entire shade range is now available, together with a counter card designed to hold one pack of each of the two new additions (Bristol-Myers Products, Stamford House, Langley, Slough, SL3 6EB).

### Innoxa products for young skins

Two additions to the Innoxa 41 range of medicated, beauty products are the facial mask 41 and deodorant anti-perspirant 41.

Facial mask 41, say Innoxa, extracts unwanted impurities from the pores and with its bland, creamy medicated formula offers a deep-cleansing treatment to blemished skins—especially young skins. The mask is available only in sachet form (£0.5).

The deodorant anti-perspirant 41 (£0.57) is available in aerosol form and is also aimed at the young market (Innoxa Ltd, New Bond Street, London W1Y 9PF).

### Mild hair colourant

PolyGlow (£0.20) is a new, one-step hair colourant aimed at the 16-34 age group. It colours, shampoos and conditions the hair and is available in a range of six shades: Silver Blonde, Light Blonde, Natural Brown, Hazelnut, Light Auburn and Mahogany, lasting through six to eight shampoos.

In addition to a shade guide, a two-tiered counter display unit is available containing two dozen packs of the entire range plus showcard, pack crowner and shelf banker. There will be an introductory discount of 20 per cent on all purchases of PolyGlow during the launch period (Lambert Chemical Co Ltd, Chestnut Avenue, Eastleigh, Hants).

### New sizes and packing

A new size for Perform hair set, in both regular and hard to wave versions, has been introduced. In addition, the D.D.D. company is re-packing the existing sizes of Perform (£0.11) and also their Cosmedin cleansing lotion (The D.D.D. Co Ltd, 94 Rickmansworth Road, Watford, Herts).

### Personal hygiene

#### Nikini product launch

The Nikini Poppet (£0.10) has been introduced by Robinsions to complement the traditional Nikini garment. It is a little



"poppet" fastener which securely attaches a Nikini pad (or any other sanitary towel) to ordinary close-fitting or stretch briefs. They are small enough to be carried unobtrusively in a handbag and, say Robinsions, easy to fix into place and unnoticeable in wear.

As an introductory bonus, the Nikini Poppet is being offered for a limited period at the special 20p off price of £1.45 per outer of two dozen. The bonus offer is being operated through representatives only, for on-the-spot cash transactions and such orders not included in the quantity discount scheme (Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield).

### Dietary

#### Diatetic sweetener

Weddel are bringing to Britain Sionon dietic sweetener that has been successful throughout Europe for the last ten years.

A combination of sorbitol and saccharin, it can be used as ordinary sugar for making cakes, sweets, jams, marmalade, etc and leaves no bitter aftertaste. Taking its greater sweetness into account, Sionon sweet-as-sugar is cheaper to use than sorbitol and 100g provides 380 calories. Sionon is available in two sizes 200g (£0.29) and 500g (£0.57) (Weddel Pharmaceuticals Ltd, Salisbury House, London Wall, London, EC2M 5XD).

# NOW

**Meet your  
open prescriptions for**

# **DIAZEPAM**

**with  
ATENSINE®**

Licensed under British Patent No. 972,968.

ATENSINE, 2mg and 5mg tablets  
in containers of 250 and 1,000.

---

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**There is only one Harmony.  
More women know, love, trust and buy it  
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Over a third of all colourant users choose Harmony. And Harmony reaches them regularly with page after page after page of full-colour advertising in women's magazines!

**You sold over 7 million packets last year!**



Elida Gibbs Ltd  
The Brand Builders

# TRADE NEWS

## Wellcome pack change

From September 1, the Actifed Compound linctus 125ml, currently available from Wellcome Foundation Ltd, medical division, Dartford, Kent, was replaced by a 100ml (£0.30) size, distributed by the Wellcome Foundation Ltd, consumer division, Crewe Hall, Crewe, Cheshire. Larger sizes of Actifed Compound linctus (500ml and 2L) continue to be distributed by the Medical Division, Dartford, Kent.

## Now ethical packs only

E. R. Squibb & Sons Ltd, Twickenham, announce that their over-the-counter packs of Quixalin tablets and suspension have been deleted from their list and replaced by "ethical" packs containing 100 tablets 250mg (£1.50) and 120ml suspension 125mg per 5ml (£0.43). The packs bear the following statement:- Caution: to be dispensed only by, or on the prescription of a physician.

## No doctors!

Owing to a printer's error, it was stated last week that a private exhibition of Thomas Waide & Sons Ltd, PO Box 140, Leeds LS1 1QE, would be staffed by doctors. The exhibition—of the company's packaging materials at the Park Court Hotel, London W2, October 9-11—will be staffed by directors and senior managers.

## Soaps for Design Centre

M. & R. Morton Ltd., Adriant Works, 155 Merton Road, London SW18, have announced that two of their novelty soaps have been selected for permanent exhibition at the Design Centre in London's Haymarket by the Council of Industrial Design. The products are a "box of four golf balls and acetate packed tennis ball on rope" with face flannel to match.

## Ilford at Photokina 1972

Ilford Ltd, Ilford, Essex will be at Photokina 1972 sharing a stand with Gretag of Regensdorf, Switzerland, also a CIBA-Geigy company. They are exhibiting the complete range of the two Ilford photographic papers, Ilfobrom, well known and established in the UK and Ilfomar, a new warm tone paper likely to be available in the UK early in 1973. Gretag are showing for the photofinishing industry the new high-speed 3117 automatic colour printer being exhibited for the first time.

## Re-designed Vidor HP batteries

The range of Vidor Hi-Power batteries made by Crompton-Parkinson Ltd, 50 Marefair, Northampton, has been redesigned to give greater in-built protection against leakage and a much bolder presentation of the battery name and type number. The new markings will make it easier to read the type number, whether

this is displayed horizontally or vertically, and it is considered that the colours—red and blue—will attract at point of sale. Recommended prices are unchanged.

## Soap Victoriana for Visitors

H. Bronnley & Co Ltd, 10 Conduit Street, London W1, are introducing visitors' size of Soaps Victoriana either in single tablets (£0.11) or in acetate boxes of six (£0.66), containing one of each fragrance, Marigold, Elderflower, Gentian, Mallow, Lettuce and Cucumber.

## Glucophage pack discontinued

Rona Laboratories Ltd, Cadwell Lane, Hitchin, Herts, have confirmed that the 50-tablet pack of Glucophage 500mg will be discontinued as stocks become exhausted.

Glucophage 500mg will continue to be available in packs of 100 and 500 tablets only.

## Pack sizes correction

May & Baker Ltd's Phenergan Compound linctus is packed in two sizes, bottles of 125ml (£0.20 + PT) and 2 litre (£1.88 exempt from PT).



The 500 tablet pack of Distalgesic is now in a new white polythene bottle with white metal cap. Makers are Dista Products Ltd, Fleming Road, Speke, Liverpool L24 9LN

## Bonus offers

The Mentholatum Co Ltd, Slough, Bucks, Deep Heat Rub £0.25 size 12 invoiced as 11, £0.36 and £0.45 sizes, six invoiced as five. Mentholatum balm tins, jars and tubes, 12 invoiced as 11 (until October 31).

J. L. Perl Ltd, 8 Esterbrooke Street, London SW1 OII Sauna Cologne 6 invoiced as 5. 0852 Vademecum mouthwash 50cc. 10 invoiced as 9.

Radiol Chemicals Ltd, Stepfield, Witham, Essex; Wade Pharmaceuticals Ltd, Springfield Laboratories, Bishopbriggs, Glasgow; Chandis Co Ltd, 5 Great Union Road, St Helier, Jersey, CI. 10 to 12½ per cent discounts on Radian, Radiol, Biovital. See announcement elsewhere in this issue.

# PREScription SPECIALITIES

## NYSTAN-TA cream

**Manufacturer** E. R. Squibb and Sons Ltd, Moreton, Wirral, Cheshire

**Description** Pale yellow opaque cream containing in each gram: nystatin 100,000 units, triamcinolone acetonide 1mg in a vanishing cream base

**Indications** Treatment of conditions where topical corticosteroids are indicated particularly when a risk of candidal infection exists, including cutaneous candidosis and conditions where superinfection with candida may be a problem such as eczema and anogenital pruritis

**Contraindications** Tuberculous and most viral lesions of the skin, particularly herpes simplex, vaccinia and varicella. Also bacterial skin infections and fungal lesions not susceptible to nystatin

**Method of use** To be applied to the affected areas 2-4 times daily

**Precautions** In infants, long-term continuous topical steroid therapy should be avoided as adrenal suppression can occur, even without occlusion

**Side effects** Local intolerance of triamcinolone acetonide is rare

**Storage** Between 15° and 30°C, avoid freezing, bears a two year expiry date

**Dispensing diluent** Consult Squibb if dilution requested

**Packs** 15g tube (£0.68 trade) and 30g tube (£1.27) **Supply restrictions** TSA

**Issued** September 1972

## NYSTAN-TA ointment

**Manufacturer** E. R. Squibb & Sons Ltd, Moreton, Wirral, Cheshire

**Description** Transparent yellow ointment containing in each gram: nystatin 100,000 units, triamcinolone acetonide 1mg in Plastibase (a polyethylene and liquid petroleum base)

**Indications, etc** As for Nystan-TA cream

**Storage** Between 15° and 30°C, bears an expiry date of 4 years

**Dispensing diluent** Consult Squibb if dilution requested

**Packs** 15g tube (£0.68 trade) and 30g tube (£1.27)

**Supply restrictions** TSA

**Issued** September 1972

## RYTHMODAN capsules

**Manufacturer** Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex

**Description** Green/yellow capsules each containing disopyramide 100mg

**Indications** Control of cardiac arrhythmias, prevention of paroxysmal supraventricular tachycardia

**Contraindications** Complete heart block. Due to anticholinergic properties the drug may be unsuitable for use in patients with glaucoma or a tendency to urinary retention

**Dosage** 300-800mg daily for adults in divided doses. Most patients respond to 100mg six hourly. Paediatric use is not envisaged.

**Precautions** The drug should be used with caution in patients with partial heart block

**Side effects** Dry mouth, blurred vision, urinary hesitancy. Gastrointestinal irritation may occur

**Storage** In a cool dry place

**Pack** Bottle of 100 (£3.25 trade)

**Supply restrictions** Recommended on prescription only

**Issued** September 1972

# PROMOTIONS

## Haliborange tablets campaign

The advertising campaign for Haliborange tablets starts October 9 to December 11 and again from January 8 to February 26 with full-colour coverage in women's magazines, black and white support in the national press, as well as television promotion consisting of 30- and 15-second colour commercials (Allen & Hanburys Ltd, London E2 6LA).

## Silvikrin repeat offer

Promotion for Beecham's Silvikrin hair spray range is being repeated throughout September and a fourth variant "Protein for Problem Hair" is being introduced. The "25 per cent added value" promotion run in April and May achieved new sales records say the company and, as a result, Beecham are having another "25 per cent added value" promotion this month.

Again the offer applies to all variants in both economy and regular sizes, including the newcomer to the range, "Protein for problem hair" (Beecham Toiletry Division, Beecham House, Great West Road, Middlesex).

## Clearasil launch new shampoo

A £100,000 press campaign is being used to launch Clearasil Soft shampoo (£0.49) for greasy hair aimed at their cream medication and cleansing lotion market—the 16-24 age group. The product was first introduced into Sweden in 1969 and is now "their number one shampoo" said a spokesman. Encouraged by the Swedish success, Clearasil Soft shampoo was test launched here in September 1971.

Media support will include national newspapers and magazines, starting September 13 in *Honey* (Richardson-Merrell Ltd, 20 Savile Row, London W1).

## Emphasis on elegance

Packaging for the new range of make-up to be launched later this month by Fontarel is grey and white with silver polka dots. The launch of this new range will be heavily backed by advertising in leading women's magazines from October (Fontarel Ltd, Percival House, Pinner Road, Harrow Middlesex).

# ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; Cl = Channel Islands.

**Alka-Seltzer:** All areas

**Anadin:** All areas

**Clinomyn:** So

**Gourmovita:** So

**Ironplan:** E

**Reban:** All areas

**Sandrine:** All except E

**Setlers:** Ln, M, Lc, Sc, WW, So, NE, A, U, G

**Tegrin medicated shampoo:** So

**Tweed perfume:** Ln, M

**Zoflora:** M

## Baby corner

□ To coincide with the introduction of new products to extend their range of Woodward baby products, Sanitas Ltd, have adopted a new display stand from Focal Displays. Manufactured from styrene, the unit comprises two plinths each surrounded by a recess (Sanitas Group Sales Ltd, Sanitas House, Stockwell Green, London SW9).

□ The recommended retail price for boxes of 120 Savlon babycare nappy liners is identical to the price for the standard box



of 100 (£0.46). "Dumper" display containers filled with three dozen boxes will be offered at a trade price of £11.04 and the special box will replace the standard one until the end of 1972 (Imperial Chemical Industries Ltd, Imperial Chemical House, Millbank, London, SW1).



## Success for Three Wishes

It is now one year since the test market launch of Three Wishes, the new bath liquid from A. & F. Pears. Launched in the Southern TV area on September 13, 1971 the company reported an encouraging response and acceptance by nearly 100 per cent chemists. They also claimed that during the test launch period they achieved twice the level of display as the then market leader. And only three months after the test launch, Three Wishes

had sold considerably more bottles than any other brand.

That it fulfills a need for an all-in-one product is obvious. Bathtime, it seemed, was becoming a complicated affair. A foam producing agent which softens the water often did not soften the body whereas normal bath oils which condition the skin tended not to produce foam and made cleaning the bath a time-consuming, greasy business.

Three Wishes, however, contains two separate liquids in one bottle; one contains the bubbly cleanser to soften the water, the other the "soluble lanolin" to soften the skin plus a choice of three fragrances. Each bottle (£0.39) contains enough liquid for 12 baths.

Confidence in the new product is shown by one of the biggest promotion appropriations for a bath liquid—£175,000 in six months. Press coverage includes national television beginning September 25 with 30-second colour commercials and full-page insertions in relevant journals. Display pieces available are counter display unit, four-tier floor stand, wall cards and shelf-barkers. A sales unit contains six bottles.

The company's expectations are high. Said a spokesman: "We have every assurance that Three Wishes will outsell all other bath liquids as it has in the test market as well as expand even further an already dynamic market sector" (A. & F. Pears Ltd, Hesketh House, Portman Square, London W1A 1DY).





Original photograph circa 1920

# This could have been Gladys Pearson's last picture

Fifty-five years ago Gladys Pearson was diagnosed as a diabetic. Gladys was condemned to a life of almost impossibly rigid diet, with many spells of hospitalisation. The outlook for Miss Pearson was bleak.

But in 1921 Banting and Best made a discovery of tremendous importance: they demonstrated the vital role of insulin.

Soon after this discovery Burroughs Wellcome commenced manufacture of the essential hormone in the UK. Consequently, Gladys and other diabetics were soon able to benefit from this breakthrough. Except for brief non-insulin periods of treatment in the early days, Miss Pearson

has been prescribed Wellcome\* Insulins since they were first manufactured.

The use of crystalline insulin was pioneered by Wellcome whose considerable pharmaceutical experience, expertise and extensive production facilities have contributed fully to the comprehensive range of insulins that are the lifeline of diabetics today.



(Recent photograph)

## Wellcome Insulins

Full information about WELLCOME Insulin is available on request.

\*Trade Mark



Burroughs Wellcome & Co.  
(The Wellcome Foundation Ltd.)  
Berkhamsted, Herts.

# Scottish pharmacists well ahead with health education

A promising start has been made in Scotland in involving pharmacists in health education, one of the results of the close liaison which has been established between the Scottish Department of the Pharmaceutical Society of Great Britain and the Scottish Health Education Unit (SHEU). The unit, a branch of the Scottish Office, was set up four years ago with the object of promoting health education in a new and vigorous way.

Up to this Summer Scottish pharmacists have taken part in five health education campaigns organised on a national scale by SHEU, including those concerned with: disposing of unwanted medicines, measles vaccination, general immunisation and dental health education. Posters and leaflets are distributed free of charge for display and handing out to patients and where appropriate pharmacists are supplied with an explanatory leaflet setting out the rationale behind a particular campaign. The SHEU "fact sheet" on measles vaccination, for instance, gives concise details about: the need for vaccination; nature of the vaccine; method and number of injections; age group; adverse reactions; relation to other immunising procedures; contraindications and the duration of effectiveness.

## A meaningful campaign

Such information makes a programme more meaningful for the pharmacist and enables him to put people who respond to the campaign in the picture.

Material is issued via Scotland's 35 Health Executive Councils as far in advance as possible of each campaign. Response is variable, ranging from the wholehearted effort which went into the 1970 "Springclean for safety" campaign and led to the collection of more than four million unwanted tablets, to the fifty-odd requests for further material received in connection with a recent immunisation programme. On the other hand officials of the Health Education Unit seem satisfied that posters are invariably put on display by pharmacists even if leaflets are not handled in any great bulk, and this alone is seen as a valuable contribution.

The unit's staff firmly believe that the health professions are vital in health education programmes; publicity campaigns need professional support.

"Health education is nothing if it is not a partnership between communicators at the centre and a person whom the patient considers knowledgeable in the subject." Dr Alfred Yarrow, director of the Health Education Unit, said recently.

"A good working relationship is being

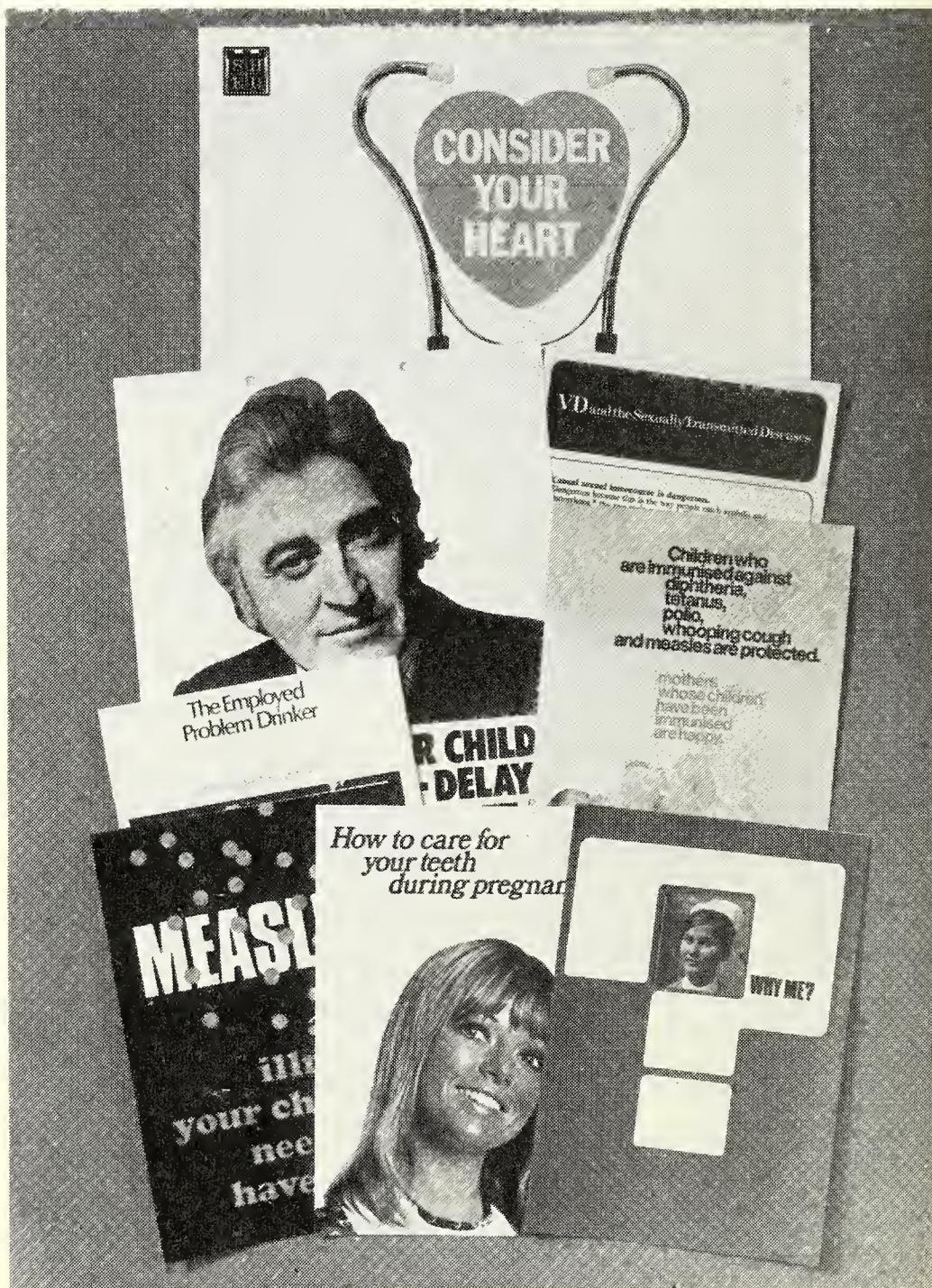
established between the unit and local health educators throughout Scotland and we are grateful for the co-operation of our pharmaceutical colleagues. We believe they have a very valuable contribution to make."

Dr Yarrow paid tribute to the enthusiasm shown by Mrs M. Lakie, staff pharmacist to the Scottish Department of the Pharmaceutical Society and to the efforts of the late Dr George McMorran in helping to maintain liaison between the Society and the unit.

The Scottish unit's function is of course

analogous to that of Health Education Council for England and Wales, its remit being: to consider which health education subjects should have attention at national level and the priority and weight which should be accorded to each subject; to draw up health education programmes for promotion at national level with support from outside interested bodies; to provide health and education authorities with help in health education projects of their own (this includes the production and distribution of publicity material); to promote and conduct research, evaluate health education activities; and to promote greater concern for health education in the training of doctors, pharmacists, dentists, nurses, teachers, and others concerned with the promotion of health.

The first mass media campaign concerned with measles vaccination—the first since vaccine became generally available—was carried out just over a year ago with the active support of Scottish pharmacists. No one underestimated the enormity of the task: promoting immunisa-



# HEMIST & DRUGGIST

## rice service

### ULATIVE AMENDMENTS

#### SEPTEMBER

#### TERLY PRICE LIST

prices are given per unit unless otherwise stated. Bold upright figures in the retail column indicate the subject to resale price. *enance*. Italic figures (0-14) is manufacturer's recommended price. Upright figures (0-14) is a guide.

ce advanced. *r* = Price reduced.

new entry. *d* = Delete.

rection. *i* = Insert.

	Trade £.p	Tax £.p	Retail £.p
IX (337 Curtis)			
entry			<i>d</i>
8 BW)			
er			<i>d</i>
ON (969 Pfizer)			
les 5mg/1ml 5	0.59		
ts 2 mg 50	0.98		
N (23 ALAD)			
flasks			
corde 23 oz	.. .. .. ..	0.88	
O BALSAM (24 ACC)			
sachet 0.63dz	0.16dz	0.09	
90 cc 2.38dz	0.58dz	0.33	
220 cc 4.14dz	1.03dz	0.59	
URY'S (34A&H)			
currant 0.132	0.024	0.20	
(848 Minnesota)			
re lotion 5 ml 1.08dz	0.27dz	0.15	
plets 12's 1.50dz	0.375dz	0.21	
infectus			
55 ml 2.01dz	.. ..	0.24 <i>†</i>	
55 ml 1.85dz	.. ..	0.22 <i>†</i>	
air reliever			
60 ml 1.76dz	.. ..	0.21	
ray 20 ml 1.68dz	.. ..	0.20	
ction cough mixture			
125 ml 2.14dz	0.535dz	0.30	
M (253 Chemia)			
es 5 ml 24	3.36	0.84	5.31 <i>‡</i>
L (969 Pfizer)			
250 mg 100	0.71		<i>†s4B</i>
(969 Pfizer)			
0mg/5ml			
150 ml 0.39			<i>†s4B</i>
10mg 100 0.96			<i>†s4B</i>
25mg 100 1.95			<i>†s4B</i>
ONS (76 Atkinson)			
lavender			
orant spray	.. .. .. ..	0.75	
shave 92 cc	.. .. .. ..	0.80	
antine 63 cc	.. .. .. ..	0.60	
cream 55 g	.. .. .. ..	0.35	
ng cream 85 g	.. .. .. ..	0.40	
foam 155 g	.. .. .. ..	0.60	
edal foam 118 g	.. .. .. ..	0.75	
289 g	.. .. .. ..	1.50	
(1164 SSL)			
re lotion	1.879dz	0.455dz	0.32
E (938 PD)			
entry			<i>d</i>

# Simple Soap

Now the only big-profit-big-volume toilet soap for sensitive skins you can safely recommend.

9p & 15p Nationally Advertised

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
BEETHAM'S (106 Betham)							
glycerin and cucumber							
85 cc 2.76dz	0.69dz	0.40					
165 cc 4.20dz	1.05dz	0.60					
glycerin and lavender							
85 cc 2.76dz	0.69dz	0.40					
glycerin and rose water							
85 cc 2.76dz	0.69dz	0.40					
glycerin and white lilac							
85 cc 2.76dz	0.69dz	0.40					
hand cream 1 oz 2.04dz	0.51dz	0.30					
teenage skin cream 25 g 2.04dz	0.51dz	0.30					
BERKMYCEN (117 BPL)							
tablets 250 mg 1000 5.00	.. ..	7.50 TS					
BIOKETS (848 Minnesota)							
18 1.35dz	.. ..	0.16 <i>†</i>					
BLUE ORCHID (1630 R&RL)							
brillantine 50 cc 1.48dz	0.37dz	0.23					
108 cc 2.32dz	0.58dz	0.36					
friction 50 cc 1.48dz	0.37dz	0.23					
108 cc 2.32dz	0.58dz	0.36					
shampoo 250 cc 2.32dz	0.58dz	0.36					
BN (848 Minnesota)							
liniment 100 ml 1.50dz	0.375dz	0.21					
200 ml 2.14dz	0.535dz	0.30					
BRADILAN (878 Napp)							
tablets 50 0.80	0.20	1.35					
250 3.60	0.90	6.05					
BREEZE (756 Lever)							
soap small 3.151	0.739	0.06					
large 2.510	0.589	0.09 <i>½</i>					
BRIGHTENER (848 Minnesota)							
toothpaste 150 g 1.50dz	0.375dz	0.21					
BRONNLEY (194 Bronnley)							
pat on powder .. .. .. ..	.. .. .. ..	0.60					
BROVON (878 Napp)							
asthma inhalant 15 ml 0.28	.. ..	0.40 <i>†</i>					
30 ml 0.50	.. ..	0.72 <i>†</i>					
60 ml 0.96	.. ..	1.38 <i>†</i>					
pressurised complete 0.65	.. ..	0.93 <i>†s4B</i>					
CAD'ORO (881 Natura)							
deodorant spray 100 g 0.64	0.16	1.20					
stick 25 g 0.40	0.10	0.75					
Eau de Cologne 50 cc 0.48	0.12	0.90					
100 cc 0.90	0.225	1.70					
200 cc 1.70	0.425	3.20					
crystal 100 cc 1.00	0.25	1.90					
eau de parfum 40 cc 0.95	0.23	1.80					
80 cc 1.48	0.37	2.80					
atomiser 11 cc 0.72	0.18	1.35					
soap (3) 0.85	0.212	1.60					
CALECHE (1525 PDP)							
bath oil 1 oz .. .. .. ..	.. .. .. ..	3.45					
2 oz .. .. .. ..	.. .. .. ..	5.15					
deodorant aerospray 4 oz .. .. .. ..	.. .. .. ..	2.50					
dusting powder 5 oz .. .. .. ..	.. .. .. ..	3.70					
refill 5 oz .. .. .. ..	.. .. .. ..	1.75					
eau de toilette 2 oz .. .. .. ..	.. .. .. ..	2.65					
4 oz .. .. .. ..	.. .. .. ..	3.95					
8 oz .. .. .. ..	.. .. .. ..	5.95					
16 oz .. .. .. ..	.. .. .. ..	8.95					
parfum de toilette atomiser 2 oz .. .. .. ..	.. .. .. ..	4.40					
refill 2 oz .. .. .. ..	.. .. .. ..	3.65					
atomiser 4 oz .. .. .. ..	.. .. .. ..	6.20					
refill 4 oz .. .. .. ..	.. .. .. ..	5.30					
perfume 1/4 oz .. .. .. ..	.. .. .. ..	3.45					
1/2 oz .. .. .. ..	.. .. .. ..	5.50					
1 oz .. .. .. ..	.. .. .. ..	8.10					
2 oz .. .. .. ..	.. .. .. ..	13.40					
4 oz .. .. .. ..	.. .. .. ..	21.50					
atomiser 1/4 oz .. .. .. ..	.. .. .. ..	6.05					
refill 1/4 oz .. .. .. ..	.. .. .. ..	2.90					
atomiser 1 oz .. .. .. ..	.. .. .. ..	10.90					
refill 1 oz .. .. .. ..	.. .. .. ..	7.00					
deluxe 1 oz .. .. .. ..	.. .. .. ..	17.50					
4 oz .. .. .. ..	.. .. .. ..	47.90					
soap deluxe 3 oz .. .. .. ..	.. .. .. ..	2.60					
talcum powder 3 oz .. .. .. ..	.. .. .. ..	1.30					

MEET THE SUPERMARKET COMPETITION  
WITH WALLIS COMPETITIVE PACKS  
WALLIS WATFORD HERTS

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p
Spring moisture	56 ml	4.20dz	1.05dz	0.63	FALCON (103 Beecham)					
	113 ml	6.60dz	1.65dz	0.98	anti-perspirant spray				Microdol-X developer	
Zephyr toning lotion				0.70	deodorant	3.83dz	0.96dz	0.50	for 600 ml	0.19 .. ..
	113 ml	4.20	1.05dz		liquid hairdressing	3.065dz	0.77dz	0.40	11	0.25 .. ..
DOROTHY GRAY (536 GPL)				0.45	hair spray	3.065dz	0.77dz	0.40	2.51	0.335 .. ..
Glossies, nail		0.26	0.062		FELSOL (181 Felsol)				51	0.535 .. ..
ELASTOPLAST (1155 S&N)					(distributors 115 Bengue)				80 oz & 1 gal packs	
first aid dressings					powders	12	0.14	0.035	replenisher	2.51 0.38 .. ..
airstrip	7920	0.935dz	..	0.11	60	0.56	0.14	0.89	80 oz pack	
	7921	1.440dz	..	0.17	dp 90	0.84			Photo-flo 200 solution	
dispenser pack									100 ml	0.23 .. ..
	7983	0.600dz	..	0.07	FE PAK (1345 Woodward)	tablets 300 mg	100	0.18	500 ml	0.42 .. ..
stretch fabric	4120	0.935dz	..	0.11					retouching medium	
	4121	1.44dz	..	0.17	FE PAK-FOLIC (1345 Woodward)	tablets	30	0.15	50 ml	0.26 .. ..
dispenser pack						100	0.30	.. ..	soft gradation	
	4183	0.60dz	..	0.07					developer powder	
ELEVEN (76 Atkinson)					FIERY JACK (488 Fylde)	ointment	1.50dz	0.37dz	2.51	0.365 .. ..
bath salts	400 g	..	..	1.50					80 oz pack	
eau de Cologne	44.2 cc	..	..	1.60	FORCEVAL-PROTEIN (1367 Unigreg)	300 g	0.90	.. ..	Unifix powder	
	92.5 cc	..	..	2.55					250 g	0.23 .. ..
atomiser	58 cc	..	..	2.80	FORTIOR (878 Napp)	capsules	25	0.21	500 g	0.285 .. ..
parfum de toilette	44 cc	..	..	2.10		150	1.05	.. ..	universal developer	
	88.5 cc	..	..	3.50	tablets				250 ml	0.22 .. ..
extract					FRESH'N QUICK (903 NPU)	cleansing pads	1.08	0.27	wetting agent	100 ml 0.21 .. ..
soap (1)						(2 dz)	(2 dz)		papers	
(3)					FORCEVAL-PROTEIN (1367 Unigreg)	300 g	0.90	.. ..	Bromide (SW) Bromesko (SW)	
EMLAB (848 Minnesota)									3½ x 3½	100 0.43 0.11
brewers yeast tablets	50	1.26dz	..	0.15	FORTIOR (878 Napp)	capsules	25	0.21	3½ x 4½	100 0.525 0.13
	100	2.01dz	..	0.24		150	1.05	.. ..	3½ x 5	100 0.59 0.15
	250	3.28dz	..	0.39	tablets				3½ x 5½	100 0.63 0.16
childrens cough mixture					GOLDEN BABE (761 Lilia-White)	cotton wool balls	..	..	4½ x 6½	25 0.305 0.075
	125 ml	1.50dz	0.375dz	0.21		pleated wool	..	..	100	0.96 0.24
corn and wart application						neon lights	..	..	6½ x 8½	100 0.23 .. ..
	5 ml	0.93	0.238	0.13		eye lighter	2.94dz	0.735dz	100	1.65 0.06
halibut liver oil capsules						lipstick	2.30dz	0.575dz	100	1.325 0.415
	100	1.35dz	..	0.16		nail polish	1.97dz	0.493dz	12 x 15	100 0.35 0.08
iron & brewers yeast tablets									10 x 12	10 0.46 0.115
	50	1.26dz	..	0.15					20 x 24	10 1.81 0.455
	100	2.01dz	..	0.24	HELENA RUBINSTEIN (596 HIR)	minute eyeshadow winkies	..	..	10 x 12	100 0.44 0.10
	250	3.28dz	..	0.39		tablets	200 mg	40	12 x 15	100 0.69 0.175
rubber gloves						500 mg	100	2.20	100	5.20 1.30
tooth tincture	5 ml	0.93	0.238	0.13					16 x 20	10 1.19 0.30
EMPIRIN (208 BW)									20 x 24	10 1.81 0.455
compound pack of 500									10 x 24	10 2.06 0.515
ENTEROSAN (1627 B&D)									12 x 15	10 0.80 0.20
tablets	16	1.40dz	0.35dz	0.20					16 x 20	10 1.37 0.345
	48	3.75dz	0.94dz	0.55					10 x 24	10 2.06 0.515
ENVACAR (969 Pfizer)									10 x 24	10 2.06 0.515
tablets 10 mg	100	2.34							16 x 20	10 2.06 0.515
	500	11.34							20 x 24	10 2.06 0.515
	40 mg	100	8.78						10 x 24	10 2.06 0.515
EQUIPAGE (1525 PDP)									12 x 15	10 2.06 0.515
after shave aerospray									16 x 20	10 2.06 0.515
	4 oz	..	..	2.90					20 x 24	10 2.06 0.515
	gel	4 oz	..	2.50					10 x 24	10 2.06 0.515
	lotion	4 oz	..	1.95					16 x 20	10 2.06 0.515
	8 oz	..	..	2.95					20 x 24	10 2.06 0.515
bi-shaving cream	4 oz	..	..	0.90					10 x 24	10 2.06 0.515
deodorant aerospray									12 x 15	10 2.06 0.515
	4 oz	..	..	2.20					16 x 20	10 2.06 0.515
eau de toilette	4 oz	..	..	2.80					20 x 24	10 2.06 0.515
	8 oz	..	..	4.60					10 x 24	10 2.06 0.515
	16 oz	..	..	6.95					12 x 15	10 2.06 0.515
	32 oz	..	..	10.85					16 x 20	10 2.06 0.515
									20 x 24	10 2.06 0.515
									10 x 24	10 2.06 0.515
									12 x 15	10 2.06 0.515
									16 x 20	10 2.06 0.515
									20 x 24	10 2.06 0.515
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									12 x 15	10 2.06 0.515
									16 x 20	10 2.06 0.515
									20 x 24	10 2.06 0.515
									10 x 24	10 2.06 0.515
									12 x 15	10 2.06 0.515
									16 x 20	10 2.06 0.515
									20 x 24	10 2.06 0.515

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p	
RIL (969 Pfizer)				REXPTEL (848 Minnesota)				THE OLD BREWMASTER (1628 TOW)				
nts 1 mg	100	1.03		worm syrup 30 ml	1.26dz	.. ..	0.15	bitter beer kit	0.50	.. ..	0.75	
	500	5.00		150 ml	3.59dz	.. ..	0.43	lager kit	0.57	.. ..	0.85	
SYL (115 Bengue)				28 cc + 114 cc packs			d	THE OLD WINEMAKER (1628 TOW)				
sthetic oil aerosol	0.35	0.09	0.56	RHEALAX (488 Fylde)				de luxe winemaking kits	1.97	.. ..	2.95	
ment	dp 500 g			powder	1.80dz	0.49dz	0.26½					
D (969 Pfizer)				ROBINSONS (1449 R&CFD)				THERMOS (1226 Themos)				
nts 25 mg	100	2.18		instant baby foods	0.83dz	.. ..	0.09	vacuum flasks				
	500	10.22		ROGER & GALLET (1076 R&G)				25½	.. ..	.. ..	0.56	
100 mg	100	7.43		Cologne black label				2525	.. ..	.. ..	0.92	
(903 NPU)				refresher 10	1088	0.18	0.04	26	.. ..	.. ..	0.55	
ure brush	1.20dz	.. ..	0.15	RONDYCIN (969 Pfizer)				18½	.. ..	.. ..	0.52	
er gloves				capsules 150 mg	16	1.07		18	.. ..	.. ..	0.58	
standard	1.08	0.12	0.17		100	6.43		1818	.. ..	.. ..	0.86	
delux	1.43	0.16	0.23		500	31.20		18Q	.. ..	.. ..	0.95	
h brushes nylon	(1½ dz)	(1½ dz)		SAFESEAL (628 H of W)	100 ml	0.70		18QH	.. ..	.. ..	0.98	
ed, hard, ex hard	0.78dz	.. ..	0.10	existing entry			d	16QHT	.. ..	.. ..	1.15	
al	0.98dz	.. ..	0.12½	SANELLA (903 NPU)				18½F	.. ..	.. ..	0.33	
minor	0.52dz	.. ..	0.06½	sanitary towels	No. 0	6.34	0.16½	14F	.. ..	.. ..	0.36	
hbrushes bristle					No. 1	6.53	0.17	1818F	.. ..	.. ..	0.53	
ed, hard, ex hard	1.33dz	.. ..	0.17		No. 2	7.30	0.19	14QF	.. ..	.. ..	0.60	
al	1.47dz	.. ..	0.19			5.95	0.15½	62	.. ..	.. ..	1.15	
minor	0.68dz	.. ..	0.08½			(4 dz)		64	.. ..	.. ..	1.40	
hbrush smokers	1.05dz	.. ..	0.13					66	.. ..	.. ..	1.00	
um Nu-Flask 8 oz	3.28dz	0.37dz	0.44½					68	.. ..	.. ..	1.25	
A (337 Curtis)								620	.. ..	.. ..	5.00	
upoo								82	.. ..	.. ..	14.00	
ue satin, dandruff								609	.. ..	.. ..	10.50	
ontrol, egg and lanolin								62F	.. ..	.. ..	0.60	
each bloom 100 cc	1.56dz	0.39dz	0.23					64F	.. ..	.. ..	0.70	
1 treatment 140 cc	2.40dz	0.60dz	0.35					923	.. ..	.. ..	10.50	
ng lotion 110 cc	1.92dz	0.48dz	0.28					925	.. ..	.. ..	12.50	
ing entry of setting lotion								931	.. ..	.. ..	6.00	
AN (1176 Squibb)								929	.. ..	.. ..	7.50	
suspension 30 ml	0.85	.. ..	1.27					jugs	71	.. ..	.. ..	1.55
suspension 24 dose			d					71Q	.. ..	.. ..	2.00	
A-H3 (49 A&V)								refill	29QF	.. ..	.. ..	2.00
ules	1.50	.. ..	2.20					1/2F	.. ..	.. ..	2.00	
EXON (917 Organon)								jar stopper expanding	707	.. ..	.. ..	0.50
nts 2 mg	100	5.50	.. ..					jug stoppers	67/1	.. ..	.. ..	0.25
AK (1345 Woodward)								67/2, 30/2	.. ..	.. ..	0.30	
nts 250 mg	20	0.22	.. ..					29Q	.. ..	.. ..	0.60	
EX (848 Minnesota)								48/2	.. ..	.. ..	0.44	
hoea mixture												
200 ml	2.00dz	0.50dz	0.28									
REX V (930 P&B)												
der 250 g	3.46											
NA (1630 R&R)												
antine	50 cc	1.48dz	0.37dz	0.23								
	108 cc	2.32dz	0.58dz	0.36								
n	50 cc	1.48dz	0.37dz	0.23								
	108 cc	2.32dz	0.58dz	0.36								
upoo	250 cc	2.32dz	0.58dz	0.36								
TOPAK (1345 Woodward)												
nts 100 mg	50	0.20	.. ..	0.30	SPASMOLYTH (181 Felsol)							
	100	0.35	.. ..	0.52½	12	0.14	0.035					
ERGAN (971 PSMB)					60	0.56						
ound	125 ml	0.20	0.05	0.35								
8 Napp)	21	1.88	.. ..	2.82	SPONTEX (1174 Sponcel)							
urised inhalant	0.65	.. ..	0.93	(distributors 903 NPU)								
US (878 Napp)				toilet sponges								
urised inhalant	0.75	.. ..	1.08	cellulose baby	0.82dz	0.205dz	0.12					
IN (881 Natura)				toilet	1.13dz	0.285dz	0.16½					
ter sun cream	0.70	0.175	1.30	shower	1.54dz	0.385dz	0.22½					
otion	0.56	0.14	1.05	bath	2.26dz	0.57dz	0.33					
milk	0.58	0.145	1.10	small, medium and large			d					
ream	0.30	0.075	0.57	velure baby	0.82dz	0.205dz	0.12					
oil	0.43	0.107	0.82	toilet	1.06dz	0.265dz	0.15½					
cessive cream	0.58	0.145	1.10	bath	1.47dz	0.37dz	0.21½					
eam for children	0.58	0.145	1.10	small, medium and large			d					
xtreme cream	0.70	0.175	1.30	STAG (848 Minnesota)								
ce stick	0.39	0.097	0.75	after shower tale 100 g	2.00dz	0.50dz	0.28					
ly	0.60	0.15	1.15	pre-shave lotion 100 ml	2.86dz	0.715dz	0.40					
protection	0.22	0.055	0.42	STILBOFAX (208 BW)								
ilk	0.70	0.175	1.30	entire entry			d					
l	0.53	0.132	0.99	cyclobarbitone 200 mg	pack of 1,000							
spray	0.65	0.162	1.20	petididine HCl 25 mg	pack of 500							
st repellent	0.38	0.095	0.72	50 mg pack of 500								
tan cream	0.74	0.185	1.40	phenacetin compound	pack of 25 & 100							
r legs	0.70	0.175	1.30	ear suspension	5 ml	0.38						
ilk	0.70	0.175	1.30	spray	30 ml	0.58						
jelly, lip protection					60 ml	1.02						
large				topical ointment	15 g	0.56						
nd sunglasses			d		30 g	1.01						
SILVESTRE (881 Natura)												
gne	50 cc	0.45	0.112	TETRACHEL (117 BPL)								
	100 cc	0.83	0.207	tablets 250 mg	1000	8.20	.. ..	12.30	TS			
	150 cc	1.12	0.28	TETRACYN (969 Pfizer)								
	300 cc	2.00	0.50	capsules 250 mg	100	1.61						
s of 200 cc and 400 cc					1000	15.43						
al spray	130 g	0.51	0.127	intramuscular injection								
toilet	150 g	0.21	0.052	100 mg	vial	0.19						
ERAN (117 BPL)				intravenous injection								
nts 10 mg	500	10.94	.. ..	250 mg	vial	0.19						
				500 mg	vial	0.34						
X (893 Nicholas)				syrup 125mg/5ml								
d bath				100 ml	0.32							
ON (1052 Revlon)				500 ml	1.33							
l salm and protein conditioner				tablets 100 mg	100	1.58						
reg & extra body				250 mg	100	1.61						
2 oz		.. ..	0.15	1000	15.43							
Dri												
ntiperspirant	8 oz	.. ..	0.75	TETRACYN-SF (969 Pfizer)								
odorant spray	7 oz	.. ..	0.65	capsules	100	2.20						
11					1000	21.00						
ampoo	sachet	.. ..	0.10	tablets 250 mg	20	0.30	.. ..	0.45	TS			

**"SEPTEMBER BONUS OFFERS"**

011 - SAUNA COLOGNE - 6 invoiced as 5 . . . that's one free worth 98p retail!

0852 - VADEMECUM MOUTHWASH (50cc) 10 invoiced as 9 . . . that's one free worth 69p retail!

BONUS EXTRAS - Ask about our Christmas Bonus Parcels that bring you free goods and extra £££s PROFIT!

**PERL** J. L. Perl Ltd  
8 Esterbrooke Street  
London SW1  
SOLE UK DISTRIBUTORS FOR:  
Sauna Toiletries  
XZ Hair Nutrient  
Samsar Manicure Implements  
and the genuine  
Diamon-Deb, Kurlash and Twizzors

	Trade £.p	Tax £.p	Retail £.p
WELLCOME (208 BW)			
aminophylline BP intramuscular 0.5 g in 2 ml pack of 5			d
pethidine hydrochloride injection 10 mg/ml pack of 25 ml			d
stilbophen injection packs of 25 ml and 100 ml			d
WELSH (1612 SHP)			
lavender flowers sachets	0.85dz	0.212dz	0.13
soap	1.55dz	0.387dz	0.24
water	1.65dz	0.412dz	0.25
WHITE'S DR (761 Lilia White)			
panty pads	1.22dz	..	0.15
WRIGHT'S (1351 WLU)			
coal tar soap	toilet	1.91½ (3 dz)	0.48 (3 dz)
bath	1.78 (2 dz)	0.445 (2 dz)	0.11
giant	1.28dz	0.32dz	0.16

**AMENDMENTS TO KEY TO SUPPLIERS**

1121 Searle	= Searle Laboratories, Whalton Road, Morpeth, Northumberland. Morpeth 4311
1133 Shurzine	= The Shurzine Pharmacy Ltd, 478 Old London Road, Hastings 3314
1627 B&D	= A.J.Box & Drivers Ltd, Powerscroft Road, Footscray, Sidcup, Kent DA14 5EG. 01-300 3377
1628 TOW	= The Old Winemaker, Pulborough, Sussex. Pulborough 2555
1629 Nelson	= A. Nelson & Co Ltd, 73 Duke Street, London W1M 6BY. 01-629 3118
1630 R&RL	= Renham & Romley Ltd, Canfield Place, London NW6 3BT. 01-624 6223

Trade £.p	Tax £.p	R
<b>CYCLAX (341 Cyclax)</b>		
anti-shine foundation	50 cc	.. .. .. ..
creme blusher	.. .. .. ..	0.0
eye make up	.. .. .. ..	0.0
creme eyeshadow	.. .. .. ..	0.0
<b>D.D.D. (359 DDD)</b>		
(distributors 366 Dendron)		
ordinary	16 oz	
extra strong	16 oz	
balm	16 oz	
<b>DETTOOL (1037 Reckitt)</b>	1 gal	16.80dz 3.832dz 2.
<b>DOMESTOS (756 Lever)</b>		
large	2.38	.. ..
(1½ dz)	1.736dz ..	.. ..
giant	2.057dz ..	.. ..
family	regular	

Trade £.p	Tax £.p	R
<b>DUOBAN 50 (339 CG)</b>		
stretch bandage		
2 in	1.18dz	
3 in	1.69dz	
4 in	2.20dz	
6 in	3.23dz	
<b>ENTRAMIN (971 PSMB)</b>		
entire entry		
<b>FEEL FREE (514 Gillette)</b>		
antiperspirant	130 g 190 g	2.99dz 3.72dz 0.71dz 0.89dz
<b>FERRO-MANDETS (746 Lederle)</b>		
tablets	60 1000	0.44 5.00 .. ..
<b>FIELDS (893 Nicholas) existing entry</b>		
<b>FIELDS OF BOND STREET (894 Nicholas)</b>		
talcum		
flowers, pink, moss		
shave sticks		
<b>FLAIR (1355 Yardley)</b>		
dusting powder	4809	0.845
Cologne	4884	0.554
spray mist	4845	0.794
crystallized	4870	0.371
perfume ¼ oz	4891	0.771
talcum	4862	0.138
<b>FLORIS (468 F)</b>		
pot pourri		
sachet (lace edged)		
<b>FOCUS (1242 Toni)</b>		
hair highlight		
<b>FONTAREL (472 Fontarel)</b>		
Ormarin		
eau de toilette	45 cc 120 cc 240 cc	.. .. .. .. .. ..
satin lotion	193 cc	.. .. .. ..
talcum powder	80 g	.. .. .. ..
<b>FREESIA (1355 Yardley)</b>		
bath salt tablets	1826	0.228
creme perfume	1873	0.434
crystallized Cologne		
perfume	1870	0.371
perfumed Cologne	1884	0.434
spray mist	1845	0.737
talcum	1807	0.209
	1807L	0.280
toilet soap	1862	0.138
<b>GIBBS (412 Elida-Gibbs)</b>		
toothbrush	longhead	1.005dz .. ..
	shorthead	1.005dz .. ..
<b>HARMONY (412 Elida-Gibbs)</b>		
hairspray	standard	1.85dz 0.465dz
	large	2.495dz 0.625dz
	economy	3.825dz 0.955dz

**THIS WEEK'S CHANGES**

ABSTEM (746 Lederle)			
tablets	100	1.78	0.445
			a
ACHROMYCIN (746 Lederle)			
ophthalmic oil suspension			
6 ml	0.32		
			a
ACTIFED (208 BW)			
compound linctus			
125 ml			d
ACTIFED (1610 WCSD)			
compound linctus			
100 ml	2.40dz	.. ..	0.30 +DDI*
ADAPTOPRUF (339 CG)			
plaster 1 in x 5 yd			
M205	1.65dz		
2 in x 5 yd	2.66dz		
3 in x 5 yd	3.55dz		
ADRENAPAX (868 MC)			
450 g	1.20		
			†r
ALADDIN (23 ALAD)			
vacuum flasks			
Ambassador	16 oz	.. .. .. ..	0.65a
32 oz	.. .. .. ..	1.04	
Concorde	16 oz	.. .. .. ..	0.61
23 oz	.. .. .. ..	0.92	
32 oz	.. .. .. ..	0.98	
Continental	8 oz	.. .. .. ..	0.54
16 oz	.. .. .. ..	0.57	
23 oz	.. .. .. ..	0.89	
Escort	16 oz	.. .. .. ..	0.57
32 oz	.. .. .. ..	0.92	
food flask	16 oz	.. .. .. ..	0.81
super	32 oz	.. .. .. ..	1.03
jug	32 oz	.. .. .. ..	1.30
refills			
flask	8 oz	.. .. .. ..	0.32
	16 oz	.. .. .. ..	0.35
	23 oz	.. .. .. ..	0.53
food flask	16 oz	.. .. .. ..	0.55
food flask or jug			
	32 oz	.. .. .. ..	0.58
food flask super			
	32 oz	.. .. .. ..	0.70
	16 oz	.. .. .. ..	0.60
	32 oz	.. .. .. ..	0.72
APRIL VIOLETS (1355 Yardley)			
perfume	1991	0.447	0.112
perfumed Cologne	1984	0.434	0.109
soap toilet	1962	0.138	0.039
spray mist	1945	0.737	0.184
talcum	1907	0.209	0.052

ASILONE (117 BPL)			
tablets 50 mg	dp 100		d
ATOMOL (34 A&H)			
nasal spray	10 ml	0.15	.. .. 0.22½a
BETADINE (878 Napp)			
vaginal douche	500 ml	1.96	.. .. 2.62 i
	240 ml		d
BIO FACIAL (1631 Mediline) (Southern area only)			
	0.75	0.186	1.25
BOND STREET (1355 Yardley)			
dusting powder	2709	0.845	1.48 a
perfume	2791	0.771	1.35 i
perfumed Cologne	2784	0.554	0.97 a
	2785		d
spray mist	2745	0.794	1.39 a
soap toilet	2762	0.138	0.22
talcum	2707	0.280	0.49
Crystallized Cologne			
	2770		
			d
BRANDS (1438 RHM)			
essence of beef	2½ oz	2.347dz	.. .. 0.25½a
essence of chicken			
	2½ oz	2.347dz	.. .. 0.25½
CALPOL (1610 WCSD)			
paediatric suspension			
	70 ml	1.80dz	.. .. 0.22½a
	110 ml	2.64dz	.. .. 0.33
CAMAY (1010 P&G)			
soap toilet			
	3.77	0.942	0.07½a
	(6 dz)	(6 dz)	
bath			
	3.55	0.887	0.10½
	(4 dz)	(4 dz)	
CAPRICE (1355 Yardley)			
Cologne	2984	0.434	0.109
creme perfume	2973	0.434	0.109
perfume	2991	0.714	0.179
talcum	2907	0.209	0.052
CASTELLAN No. 10 (1075 R)			
CASTELLAN No. 10 (78 AS & CO)			
CASUAL (1242 Toni)			
hair colourant		3.79dz	0.90dz 0.52 ½a
hair lightener		3.79dz	0.90dz 0.52 ½
COUGAR (1355 Yardley)			
after shave lotion	2458	0.554	0.139 0.97
	2407	0.339	0.085 0.60
anti-perspirant aerosol			
	2441	0.457	0.114 0.80
shave foam	2451	0.424	0.106 0.75
soap-on-a-rope	2464	0.410	0.103 0.65

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#### **AMENDMENTS TO KEY TO SUPPLIERS**

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tion against a disease which most people believed to have little consequent morbidity, combined with the fact that a particular brand of vaccine was withdrawn in 1969, presented the campaign organisers with a problem of more than usual complexity. In the event, expenditure of some £7,000 (a relatively modest amount even in Scottish terms, where advertising costs are rather less than in the south) was supplemented very substantially by local authority spending on local newspaper announcements and donation of free advertising space on public transport.

### Dr Finlay called in

Evidence of general immunisation returns falling, in some counties and large burghs, to an unacceptable level prompted the unit to utilise the glamour this year of television's "Dr Finlay"—Scots actor Bill Simpson—in a television and Press campaign urging parents to act responsibly in having their child protected.

The attention of expectant and nursing mothers was drawn to their entitlement to free dental treatment in a campaign held in January and February of this year in which pharmacists gave help. More than 200,000 leaflets and posters were distributed altogether, a response which is regarded as quite encouraging.

"Shorten your shopping list by adding family planning" was a theme of a family planning campaign concentrating on southwest Scotland in March-April 1971, when television was used for the first time in Britain to draw the attention of people to the availability of contraceptive advice and facilities. Results are essentially long-term of course, but it would seem that sales of protectives have risen twice as much in the south west as in the rest of Scotland. Similarly the rise in attendances at Family Planning Association clinics was twice as high in the south west as in other parts of Scotland, and the unit is grateful for the support of pharmacists who responded to a request for help in allowing a short-term evaluation of the campaign to be carried out.

A further family planning campaign concentrating on west central Scotland, will begin in October and the co-operation of the Family Planning Association, Catholic Marriage Advisory Council, local authorities, contraceptive manufacturers and others is being sought. It is hoped that pharmacists will again be able to participate in the campaign.

Much emphasis has been placed in the past on cigarette smoking and alcoholism, sources of some of Scotland's most serious health problems. The unit was responsible for making the first British anti-smoking "commercial" for a television campaign in 1970 which drew the attention of parents to the example they can set in influencing youngsters against cigarettes. This effort has been followed by further mass media exercises which have concentrated on the association between non-smoking and sporting prowess; the financial benefits of not smoking and minor health hazards connected with the smoking habit.

A unique programme designed to alert women to the risks to both mother and

foetus of smoking during pregnancy was carried out in 1971 in conjunction with hospital authorities, family doctors and local authority health workers throughout the country and a before-and-after evaluation is currently under way in two Edinburgh hospitals.

"You're smoking for two" declares a SHEU leaflet picturing a pregnant woman smoking. On the reverse side is a picture of her baby with the added message: "But you didn't ask him if he wanted one . . .!"

Dr Alfred Yarrow, the SHEU's director, came from local authority work in Essex and Tyneside to take up the post at its inception; working with him is a small staff of professional officers including an educationalist, Press and publicity officer and research officer together with administrative and clerical staff.

Campaigns are devised in association with a consultative committee of Medical Officers of Health and a small Dental Advisory Committee. A group of senior civil servants including Sir John Brotherton, Chief Medical Officer to the Scottish Home and Health Department, advise the unit on matters of policy and finance. Liaison is maintained with many professional bodies, most of whom have been associated with the unit's programme of campaigns.

The unit is engaged in a continuous self-examination to assess the effectiveness of its work. Thus publicity material is subjected to close scrutiny both internally and externally. The first element in planning a campaign is to establish the type of audience that is being dealt with—planners must be quite clear about the audience's make up and how they are going to react. Put in the appropriate jargon the principle of "social diagnosis preceding health education treatment" must be applied.

### Assessing the impact

Public reaction to a number of campaigns has been studied by students in the department of marketing at the University of Strathclyde, who undertake the work as a class project and the information is useful as reference material for later programmes. According to a survey carried out by the department after the first anti-smoking advertisements on television, for example, six per cent more women considered themselves non-smokers after the campaign compared with the findings of a similar survey carried out a year earlier.

Sharing the unit's premises at 21 Lansdowne Crescent, Edinburgh, is the Scottish Council for Health Education which was reconstituted in 1968 to expand its work of providing training for staffs of local authorities and others concerned with educating the public in health matters. Officers of the council see their role as complementary to that of the unit and, as might be expected when they are in such close physical proximity, a sound working relationship has been established between the staffs of both organisations.

A constant exchange of views and experiences between the two helps provide the sort of framework within which community health education activities can best grow.

## Keele Conference timetable

The following are the major events of the British Pharmaceutical Conference at Keele University next week.

### Sunday

9 am-10 pm: Conference office open at 7.0 p.m.: Conference club.

### Monday

9.45 am: Opening session. Welcome by Lord Mayor of Stoke-on-Trent, addresses by Mr J. P. Kerr, (president) Sir Keith Joseph (Secretary for Social Services).

11.0 am: Scientific address. Mr K. A. Lees on "Pharmaceutical product development—the management problem."

2.15 pm: Science sessions.

8.0 pm: Civic reception, King's Hall.

### Tuesday

9.30 am: Professional session. "Manpower requirements in pharmacy", Mr J. P. Bannerman. Science sessions.

2.0 pm: Discussion forums. "Training of the analyst. What do we need and what are we getting?" and "Drugs used in the treatment of depression". British Society for the History of Pharmacy, "Chemistry and Pottery".

4.45 pm: Science group meeting.

8.0 pm: Barbeque, Trentham Gardens.

### Wednesday

9.30 am: Professional sessions. "Co-operation between general practice and hospital pharmacists", Mr D. C. Mair and Mr C. Hetherington (on 24-hour service); Mr R. G. Worby and Miss A. D. Pritchard (on outpatient dispensing); Mr E. J. W. Cuer and Mr G. Calder (on involving general practice pharmacists in small hospitals).

"Career opportunities for pharmacists engaged in the pharmaceutical industry". Mrs P. C. Turnbull (on product registration); Mr D. Godfrey (on marketing); Mr W. G. Thomas (on research and development). Science sessions.

11.30 am: Golf.

2.15 pm: Science sessions.

### Thursday

9.30 am: Conference lecture "Pollution in perspective", Dr D. Train.

10.30 am: Conference excursion to Chester.

8.0 pm: Bedford Singers (University Chapel).

Guild of Hospital Pharmacists reception.

Institute of Pharmacy Management reception.

9.30 pm: Conference club.

### Friday

9.30 am: Symposium session. "Cannabis", Professor J. W. Fairbairn, Dr F. Fish, Professor W. D. M. Paton.

2.30 pm: Closing session.

8.0 pm: Conference ball.

# The pain chain.

## What is it?

A lot of your customers could be suffering from a rheumatic chain reaction.

Quite unconsciously their bodies compensate for pain by nursing the particular ache.

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3. Pain spreads to shoulders.
4. Arms.



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### Parcel No. 2.

(Minimum order £12).

Radian/Radiol plus Biovital (Min. 6 bottles)—10%.

### Parcel No. 3.

(Minimum order £25).

Radian/Radiol plus Biovital (Min. 12 bottles)—12½%.

Send your order to:

Radiochemicals Ltd., Stepfield, Witham, Essex,  
Scotland:

Wade Pharmaceuticals Limited, Springfield  
Laboratories, Bishopbriggs, Glasgow.

Channel Islands:

Chandis Company Limited, 5/7 Great Union  
Road, St. Helier, Jersey, Channel Islands.

**Radian-B:  
Quick relief where it hurts.**

# COMMENT

## What the Scots can do...

Health education is concerned with persuading people to do things which are either troublesome or distasteful, and encouraging them not to do things they want to do—taking care of teeth, seeking vaccinations, giving up smoking and not over-eating, are some of the things that come to mind.

Perhaps it is a task which is sometimes over-glamourised and is certainly on occasion associated with spectacular publicity material. But the ideas only really start getting through if adopted by the whole "health team" for re-installation into those with whom they come into contact.

The activities of "health educators" in Scotland (p 374) illustrate how effectively the education process can be tackled and the way the pharmacist can contribute; furthermore Scotland has exposed serious inadequacies in health education programmes in England and Wales.

At its inception four years ago the Scottish Health Education Unit set out with "a new and vigorous approach" that has been quite successful. At about the same time the Health Education Council for England and Wales came into being.

There are, and have been, health education efforts in England and Wales but these are often motivated by individual local authorities, Executive Councils or by members of the pharmaceutical profession. The HEC impact has been imaginative but mainly visual—the pregnant man (*C&D*, July 22, p 105), the vivid illustrations of spent cigarettes, etc—this visual propaganda is certainly expensive, but we doubt if it can be really effective without the enlisted support of the health professions.

The additional professional involvement in Scotland is the vital difference between SHEU and HEC activities. Other factors make Scottish health education aims vary

slightly with those in the south (for example, Scotland has to contend with high alcoholism figures) but these factors do not account for the evidence that Scottish health education appears to be working more effectively than that in England and Wales.

The Health Education Council will, according to the recently published NHS White Paper, "continue to provide a national focus and centre of activity"; but at the moment as far as the pharmaceutical profession is concerned an active "centre" has never existed. To receive education material the pharmacist himself has to approach the Council and sometimes even has to pay for it! That is despite the £500,000 budget the Council works to annually. Also despite formal approaches there is no pharmaceutical representation on the HEC.

In Scotland there is close liaison with all the professional bodies; the SHEU director, Dr A. Yarrow, regularly writes to each pharmacist in the country enlisting his or her support in campaigns.

During the financial year 1970-71 about 60,000 leaflets and posters on various health subjects, produced by SHEU, crossed the border following requests for material by local authorities, hospitals, schools, and others in England and Wales.

The Scottish unit has shown how much can be done with a modest capital outlay and the degree to which the pharmacist is prepared to be involved with handling and displaying health education material. The pharmacist's involvement in centrally organised campaigns and the vital encouragement for him to handle and display HEC material is what is lacking most in England and Wales. Every general practice pharmacist probably spends longer than he realises performing his advisory function. More visual proof and support for that function by the "educationalists" would help all concerned.

# LETTERS

## Working party

Having read Dennis Corlass's letter (*C&D*, August 19), I am prompted to ask if he expected anything different when he saw the composition of the party.

Mr J. Wright (and other members of the group) are on record as telling us we have a good contract and are well paid for our services.

Every chemist contractor I have spoken to is dissatisfied with the set up; it is up to us to change the representatives and demand a fair deal for the small man. As Mr Corlass says, the multiple can and does buy at a quite substantial discount, giving him far more than a 9.8% on-cost.

The contract we have is a one-sided affair. It is based on a 49½-hour week (Mr

Feather please note) and over 24 years it has not varied to improve the terms. To the contrary, when the contract was made, on-cost was 25%; now it is less than 10%.

The smaller contractor who dispenses less than 1,800 items per month (the majority I suspect) support the large who have a good return for their outlay. If every contractor demands a new negotiating machinery we will get it.

The present contract is destroying pharmacy, and unless something is done now there is little or no future for us.

Mr Wright should look to the continent and see the way France, Italy and Germany operate. Not only do pharmacists have a good livelihood, but they are respected as members of a profession within the community and not just as shopkeepers as in the UK.

I suggest the members of the working party discard their tinted glasses and take a look at the real position of pharmacy within the Health Service. Perhaps they might not be so complacent then.

Alan H. Law  
London SW19

## Please turn over

The face of a prescription often provides a puzzle for the pharmacist, the reverse a puzzle for the patient.

The attached\* provided me with a chuckle and so I send you a photocopy for your amusement too, I hope.

W. Hook

Sittingbourne, Kent

\* This was photocopy of the reverse side of an EC10. In the space for name etc was written "ASS OVERLEAF".—Editor.

## Another counter Cut

"A packet of 'Safe and Sound' please!"

"A packet of what?"

"Safe and Sound". I've 'ad 'em before. They're for constipation."

A moment's reflection and I produced a packet of Sure Shield laxatives. "These wouldn't be the ones, would they?"

"Yes! That's it. They're the ones. I asked for 'Safe and Sound' didn't I? Ho-ho-ho! I did, didn't I? Ho-ho-ho!"

J. T. Marriott  
Hemel Hempstead

# Technicians postal course gains its first success

Mrs Cheryl Lintott, working at the pharmacy of Mr P. Coles, Hitchin, Herts, is the first student to gain the City & Guilds of London Institute dispensing technicians certificate, after following the correspondence course provided by the Pharmacy Assistants Training Board.

The PATB course—intended for students who cannot get to a college offering a part-time course—has been going just under two years, and Mrs Lintott was the only candidate ready to sit the examination this year. At present there are about 60 students registered, and many of these should be sitting in June 1973.

Mrs Lintott, who has achieved a "pass with credit" in the examination, has been at Bell Chemists (now owned by Mr Coles) since leaving school with nine "O" levels four years ago. She told *C&D* that she had been waiting two years for a correspondence course to become available—the alternative would have been day-release to attend a course in London 35 miles away.

## Recommended

Recommending the course to other eligible pharmacy staff, Mrs Lintott said: "Work becomes more interesting if you know more about it". The course itself she found easy to follow—but preferred to do most of the theory at home.

Mr Coles is also highly satisfied with the course—his only complaint that some of the practical work demanded ingredients seem unobtainable!

The City & Guilds dispensing technicians certificate (No 738) has been designed for part-time day release over three years. Exemption from the first year of "introductory science" can be obtained by those with the equivalent of three "O" levels, preferably including chemistry. This exemption is essential for the PATB correspondence course, which covers only the second and third years' work.

Most City & Guilds courses are essentially practical, with the theory to back up the practice, unlike the national certificates (HNC, HND, etc) which are educationally-based and may lead on to higher qualifications. There is no means of C&G pharmacy or dental technicians becoming pharmacists or dentists, for example, whereas the national certificates are often a step towards qualification in the relevant profession.

During the two years of the course, whether internal (attending a course) or external (by correspondence), the student studies dispensing techniques, calculations, forensic pharmacy, physiology and pharmacology. The two latter subjects comprise about half the theory course, and are intended "to provide an empirical knowledge only of the different natural processes and diseases, and an outline of

the way in which drugs can be used in their treatment.

"The whole course should provide the student with a general picture of the uses of the different drugs, to enable an intelligent appreciation of medical literature and patients' questions to be made, with a view to the safety of the public. In particular, the student should be aware of the limitation of his or her knowledge", says the certificate prospectus.

The PATB course differs from normal correspondence study in that it is all conducted under the personal supervision of a pharmacist. It is a requirement that a pharmacist be appointed to act as supervisor (it may be the employer, of course). The equivalent of 180 hours per year over the two years of the course (about half a day a week) must be made available for the student to study and carry out practical work during the normal working week.

The supervisor is expected to help the student follow the course and to give instruction in the dispensing procedures. Students are required to keep a record of their practical work, which must be certified by the pharmacist and sent to the PATB at least once a year for checking and comment.

*Mrs Lintott and her course supervisor, Mr Coles*

The student is provided with all the necessary study materials for the theory, but the employer provides materials and equipment for practical work. Each month the test papers completed by the student are returned to the PATB for marking and comment by external expert correspondence course tutors. Mr E. J. Downing, PATB secretary, reports that the quality of the papers that are being received is very good.

To obtain their certificates, the students must have been working under the supervision of a pharmacist in a pharmacy or hospital pharmaceutical department for two years—this also applies to "internal" students.

The PATB correspondence course is not available to those who are within reach of a part-time course at an educational establishment (about 10 miles or an hour's travelling are regarded as the limits). Refusal of an employer to grant day-release is not accepted as reasonable grounds for taking a student into the course.

The course is otherwise open to all pharmacy assistants with the right entry qualifications—whether they are employed in retail or hospital practice. This applies equally to independents, Co-operatives and multiples, though Boots' own scheme is also accepted by City & Guilds for the certificate. The qualification is recognised in hospital salary scales, and seems likely to become so in the JIC scales in the near future.

Course fee, payable by the employer at the commencement of studies, is £30 for each student. Details may be obtained from the PATB, Mallinson House, 321 Chase Road, London N14 6JN.



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# Roche research into drugs from the sea

Many potential therapeutic substances are to be found in sea creatures, according to marine biologists, and to test the theory Hoffmann-La Roche SA are setting up an Institute of Marine Pharmacology in Sydney, Australia.

The biologists point out that although a large number of naturally occurring toxic products from plant life have been used in medicine for many years little work has been done on toxins produced by animals, particularly marine animals.

Isolation and manipulation of the active components of these compounds may yield a multitude of therapeutic substances, they say. An insight into the potential of the field of study is provided by the properties of a few examples already known.

## The blue-ringed octopus

Roche scientists expect intensive research into the properties of the poisons of such creatures as the deadly *Conus*, the sea-wasp and the blue-ringed octopus will yield drugs of benefit to man.

Marine life abounds in the waters which wash Australia's 19,300km coastline. It is from this vast repository of resources that the Roche Institute of Marine Pharmacology will draw most of its specimens needed for scientific investigations.

The company is building a four-storey laboratory at its headquarters at Dee Why, a sea-side suburb of Sydney. The \$A2,500,000 structure, which is expected to be completed late in 1973 will be equipped with \$A500,000 worth of the latest research equipment.

The institute will house departments designed to study the pharmacology, microbiology, and chemistry of naturally occurring substances of marine origin.

An initial floor space of 3,716sq.m has been designed to allow for future expansion. A staff of about 30 research workers will be recruited and key personnel have already been appointed.

Roche's medical director, Dr R. L. Mulhearn, explained that one of the reasons why a great deal of work had not been carried out so far in this field was that by the time specimens had been collected and transported to research laboratories the chemically active compounds had become "denatured".

He said the institute would make elaborate arrangements to ensure that the best material collected would reach the laboratories in the best possible condition. Extraction processes would be carried out under optimum conditions.

The object would be to identify the chemically active ingredients of the toxins and to understand how they worked. Once the active components were recognised and studied all efforts would be concentrated on synthesising the active factors for therapeutic applications.

Dr Mulhearn pointed out that the research programme would not be limited to the toxins of the most lethal marine creatures. Other organisms with less devastating effects would also be investigated. However, the most lethal ones were more interesting because their venom or toxin concentration was so high that they could be more readily studied.

Biotoxins seemed to be more frequently found in creatures living in tropical waters, such as those around the Great Barrier Reef. They included members of the mollusc family, *Cornidae*, which produced potent venoms in a venom apparatus.

*Conus geographus* had been responsible for a number of human deaths, while more than 15 species of *Conus* were known to be toxic to man. Its toxin exerted a direct action on all skeletal muscle and caused paralysis.

Dr Mulhearn said that *Chironex fleckeri*, more widely known as the sea-wasp, produced a toxin which paralysed heart muscles within a few seconds. In experiments on rats contraction of the muscle was so marked that the ventricular contractions could barely be distinguished, pulmonary oedema also occurred.

It was hoped that the mechanisms of cardiac contractions and pulmonary oedema might be better understood after more detailed examinations were completed. Cardio-active drugs might also be developed from this toxin.

## Anti-tumour agents?

One of the most significant fields of research might be that of the anti-tumour activity of some marine biotoxins. Some sea-cucumbers, for example, contained holothurin which unfortunately also blocked nervous conduction and had other unwanted effects that at present prevent its clinical use.

A marine bivalve, *Mercenaria mercenaria*, produced a toxin which attacked the Krebs-2 carcinoma in mice. Although the actions of such compounds in man were still unknown this area of research deserved top priority.

Dr Mulhearn added: "We know that marine biotoxins can affect many mammals. They block nerve conduction, relax or contract muscles, lyse cells, alter cell membrane permeability and show anti-tumour and antibiotic activity—to list but a few properties."

He said the activities of the Institute would be in keeping with the policy of Roche to undertake basic research which was not specifically related to the development of new drugs.

"Until a more concentrated research programme is pursued many of the mysteries which still veil these substances must remain unsolved, their potential benefits wasted."

# NPU wins special chemists' scheme for VAT accounts

Four different schemes for paying VAT on sales are described for retailers in a booklet (No. 707) *Special Schemes for Retailers* issued by Customs and Excise during this week.

But a modification is likely to be the one adopted by most retail pharmacists. It is one which, the National Pharmaceutical Union say they have persuaded Customs to allow retail pharmacists to use. The "chemists method" is to be described in the next pink *Supplement* of the NPU as being "one of the simplest to operate despite its apparent complexity at first sight".

## Eight-stage process

According to the NPU, the method has eight logical steps which help to calculate, from gross takings, the notional amount of the standard-rate supplies and hence the amount liable for VAT. The steps are:

- 1. Calculate gross takings.
- 2. Deduct dispensing receipts, that is NHS charges and private prescriptions. This gives the value of counter sales.
- 3. From records of purchases isolate the cost value of goods purchased at zero-rate. Examples: baby food, health foods, books.
- 4. Uplift by an appropriate mark-up to give notional retail value of zero-rated counter-sales.
- 5. Deduct value of zero-rated counter sales (step 4) from value of total counter-sales (step 2). This gives the value of standard rate counter sales inclusive of VAT.
- 6. Divide resulting figures by eleven to give the output tax.
- 7. Calculate the total input tax already paid by suppliers. This will be obtained from invoices.
- 8. Deduct input tax (step 7) from output tax (step 6) which will give the amount of tax owed to Customs or the amount owing to the retailer by the Customs. The NPU estimate that if NHS plus private dispensing represents more than about 25 per cent of total turnover there should be a refund due. This can be claimed monthly; where tax is due to Customs it must be paid quarterly.

A result of this method is that it forces all "shrinkages" of over-the-counter goods into the standard rate category and thus tends to operate for the retailer's advantage. Customs insist on two safeguards:

- The method will only be available to retailers who can show that the value of their zero-rated counter sales is less than 10 per cent of total turnover.
- The mark-up applied in step 4 must be "realistic" and take account of special offers, price promotions and shrinkages.

It is emphasised by the NPU that this

"special method" is still at the proposal stage only and final approval of certain details are still awaited.

The four schemes described in the Customs and Excise booklet are:

Scheme 1 is for retailers whose supplies of goods and services are all subject to the standard rate of VAT (10 per cent) or who keep records which enable them to distinguish clearly between their standard rate and zero rate supplies at the point of sale.

Another version of scheme 1 may be used by a retailer whose records do not enable him to distinguish between his standard rate and zero rate supplies at the point of sale, provided his zero rate supplies do not amount to more than one-tenth of his total turnover.

Schemes 2, 3 and 4 are for retailers who cannot separately record their sales of standard rate goods and zero rate goods. These three schemes provide a choice of solutions for the problem, but they cannot be used to calculate output tax on supplies of services.

Scheme 2 is likely to be most suitable for the small retailer who wants to make as few calculations as possible. The scheme is based on the cost of goods to the retailer and there need be no separate output records or calculations for different lines of goods. But there is a standard fraction of one-eighth that has to be added in calculating output tax. This may sometimes mean that a retailer using scheme 2 will pay rather more tax than he would if he calculated his output tax in more detail, and so a retailer considering scheme 2 has to decide whether the saving of paperwork is worth that possible advantage.

Schemes 3 and 4 may be found more suitable for multiple shops and other retailers who can consistently record all

the quantities and different lines of goods received in their shops for retailing in terms of the prices (including VAT) for which they will be sold.

It is a condition of both these schemes that the retailer must have a record of the total amounts that he expects to charge his customers when he sells the goods that are in his stock at the time when he begins to use the scheme.

Schemes 3 and 4 differ in that scheme 3 requires an annual record of stock and an annual adjustment of output tax; scheme 4 does not. Scheme 3 means extra paper work but may give a more accurate result.

## Particular transactions

A retailer who supplies goods against credit cards issued by a third party (for example, Barclaycards), trading checks, coupons or vouchers must include in his gross takings the total amount he charges his customers for the goods, i.e. the total amount payable for all credit card sales and the total face value of all trading checks, coupons and vouchers accepted instead of cash.

The sale of a book token, record token or gift token to a customer is taxable on the service charge element.

An amount equal to the face value of all tokens sold in the period should be deducted from the gross takings. The face value of tokens exchanged in the period for goods or services should be added to the gross takings.

Exports must be allowed for in output tax calculation. Directions are contained in para 18 Notice (No 707) or No 704 (Retail export schemes).

Taxable supplies of services may be included in scheme 1, but not in scheme 2, 3 or 4. A retailer using scheme 2, 3 or 4 must account for output tax in the normal way, or by scheme 1, on any services he supplies.

Any exempt supplies that a retailer makes must be separately recorded and excluded from the output tax calculation, whichever scheme is being used.

Goods applied to personal use are taxable supplies and their cost, including VAT, must be included in the calculation of gross takings.

## Pharmacists in the new NHS management team

Proposals for the management of the reorganised National Health Service have been published and follow on the Government's recent White Paper on NHS reorganisation for England.

The report, *Management Arrangements for the Reorganised National Health Service*, HMSO (Price £0.75) is in two parts. The first describes the arrangements in outline. The second shows in more detail how individual professions and functions will be affected by the reorganisation. The next stage will be to consult the professional and staff interests concerned before the Secretary of State makes his final decisions.

It is recommended that the obligations

of family practitioners—doctors, dentists, pharmacists and opticians in general practice—will be established, as now, by their contract with the Family Practitioner Committee of the Area Health Authority.

The chapter of the report on pharmacy sets out in detail the appointment, responsibilities and accountability of officers and committees at the various levels.

The aim of the arrangements is to provide for:

- organisation of managed pharmaceutical services on the scale recommended in the Noel Hall Working Party's Report on the hospital pharmaceutical service;
- co-ordinated working of general prac-

Continued on p 383

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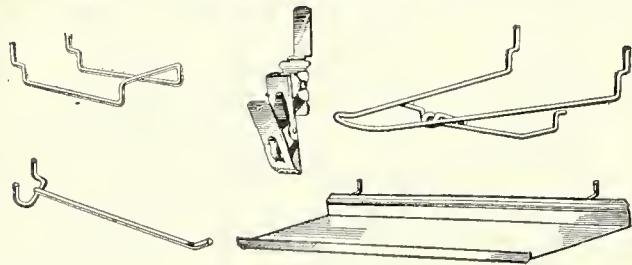
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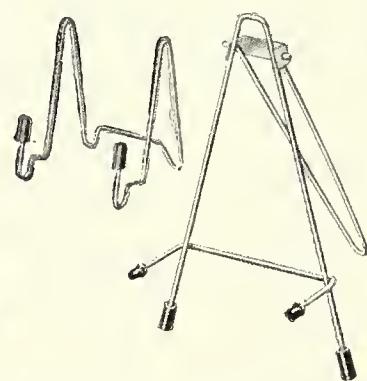
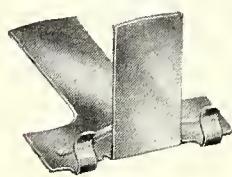
**LOFTHOUSE CHEMICAL PRODUCTS LTD.,**  
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Tel: 051-236 5272

# Management in the new NHS

continued from p 381

ioner pharmacists (chemist contractors) contract with the Family Practitioner Committee (FPC) and their pharmacist employees) with the managed services pharmacists employed by the Health Authorities.

Most areas will be large enough to have their own organisation for hospital pharmaceutical services according to the Noel Hall recommendations (at least 8 pharmacists serving a minimum of about 2,500 beds and normally 4,000-6,000 beds). Areas smaller than this will need to use the organisation of a neighbouring area health authority (AHA), which will attach the necessary pharmaceutical staff.

In an area large enough to have its own organisation for managed services, the pharmaceutical staff will be managed by an area pharmaceutical officer (APO), appointed by and accountable to the AHA. Pharmaceutical services for the area, and any neighbouring area for which the AHA provides a service, will be provided through departments managed by principal and staff pharmacists. These will be accountable to the APO, some working at headquarters, others outposted to outlying hospitals.

## Co-ordinator

In an area which is divided into districts, but is not larger than the normal range of 6,000 beds, in each district the senior of the pharmacists will be designated as pharmaceutical officer. He will assist the APO to co-ordinate the services for the district and will have coordinating authority over, but will not be the manager of, the other heads of pharmaceutical departments outposted to the district.

In an area larger than the normal range which is divided into districts, in each district with 8 or more pharmacists a pharmacist will be appointed as district pharmaceutical officer.

The APO will be responsible for all the managed pharmaceutical services, including local manufacture and quality control and deployment of staff to maintain hospital dispensing facilities. His work will be co-ordinated with medical activities by the area medical officer. The APO will receive agendas and papers for meetings of the area team of officers and attend meetings when pharmaceutical matters are to be discussed. He will have right of access to the AHA and its chairman.

The APO could also act as the convenor of an area pharmaceutical committee, established as part of the AHA's advisory machinery. The committee would include representative general practitioner pharmacists (chemist contractors) and hospital pharmacists, both elements being drawn from each district of a multi-district area. The general practitioner element of the committee could be provided from the

members of the local representative committees set up to advise the FPC on matters relating to contracts for pharmaceutical services.

In each district the pharmaceutical officer or district pharmaceutical officer will work closely with the district medical committee in measures for achieving economy in use of medicines and providing pharmaceutical advice to medical staff, and with the district nursing officer in systems of medicine administration and control of dangerous drugs. The work of these officers will be co-ordinated by the district administrator on behalf of the district management team, either directly or through the support services manager.

There must be machinery for the planning and co-ordination of pharmaceutical services in the region, including:

- recruitment, training and deployment of skilled personnel;
- specification of suppliers and quality control;
- location of manufacturing of items

best manufactured on a Regional basis.

A regional pharmaceutical officer (RPO) will be appointed by and accountable to the regional medical officer. In regions with few AHA's, this could be a part-time post held by one of the APOs. The RPO will receive agendas and papers for meetings of the regional team of officers and will attend meetings when pharmaceutical services are to be discussed. He will have right of access to the RHA and its chairman.

A suitably-constituted regional pharmaceutical committee, established as part of the RHA's professional advisory machinery, could also assist in these planning and co-ordinating functions. It would include hospital and general practitioner pharmacists from each area. It could be convened by the RPO.

The Department of Health and Social Security states that consultations with the professional and other interests concerned with the proposed management arrangements are to begin immediately.

## Role of pharmacy's officers

The report specifies the roles of pharmaceutical officers in the following terms.

### District pharmaceutical officer

**General characteristics:** Manages pharmaceutical services in a district, assists in their co-ordination with general practice pharmacy and advises the district medical committee and the district management team on pharmaceutical matters.

**Principal responsibilities:** Manages pharmaceutical services

- Manages directly and through principal and staff pharmacists the pharmaceutical services at hospitals and clinics.
- Maintains dispensing facilities at hospitals and clinics, including measures for security of drugs.

Advises on pharmaceutical matters:

- Contributes to district plans for pharmaceutical services.
- Attends meetings of the DMT when matters affecting pharmacy are to be discussed.

**Working relationships:** Accountable to area pharmaceutical officer; manages principal and staff pharmacists; co-ordinated by district administrator on behalf of the DMT; attends DMT meetings as necessary.

### Area pharmaceutical officer

**General characteristics:** Responsible for the management of pharmaceutical services, including quality control, for one or more areas, and for their co-ordination with general practice pharmacy; assists in the provision of co-ordinated advice to the AHA and its officers.

**Principal responsibilities:** Provides and co-ordinates advice on pharmaceutical matters

- Advises the AHA(s) to whom he is accountable for managing pharmaceutical services, any AHA to which he is giving

a service, and the area team(s) of officers, on policies concerning pharmacy.

- Contributes to area and district plans for pharmacy.
- Attends meetings of the area team(s) of officers and, unless there is a district pharmaceutical officer, the DMT(s) when matters affecting pharmacy are to be discussed.
- Acts as convener of the area pharmaceutical committee.
- Helps to co-ordinate advice to the AHA(s) and area team(s) of officers on matters of interest to both general practitioners and hospital pharmacists.
- Advises district medical committees, either directly or through the district pharmaceutical officer or pharmaceutical officer, on pharmaceutical matters, including measures for economy in the use of medicines.
- Manages pharmaceutical services**
- Manages pharmaceutical services at hospitals and clinics: in an area not divided into districts, through outposted principal and staff pharmacists; in an area divided into districts, through district pharmaceutical officers or, with the help of pharmaceutical officers, through outposted principal and staff pharmacists; in any other area for which he provides a service with the help of a pharmaceutical officer, through outposted principal and staff pharmacists.

Maintains dispensing facilities, including measures for security of medicines, in hospitals and clinics, calling on the services of chemist contractors in accordance with policy and area plans.

**Working relationships:** Accountable to area health authority; manages principal and staff pharmacists (through district pharmaceutical officers, if appointed) and pharmaceutical officers (if any); monitored and co-ordinated by district administrator and, in relation to medical activities, area medical officer. Attends meetings of the area team of officers (and district management teams) as necessary; has right of access to the AHA and its chairman.

# MARKET NEWS

## Dull conditions in all sectors

London, September 6: Dull trading conditions prevailed in all sectors of the market during the week.

In crude drugs scarcities of supplies pushed up the prices of hydrastis, American lobelia and kola nuts. Cape aloes was firmer but the Curacao variety was easier. There appeared to be no stocks of jalap available on spot or for shipment. Tonquin beans were quoted at £800 metric ton for shipment. Costa Rican ipecacuanha was lower.

Brazilian menthol and peppermint were firmer. Forward offers of the following essential oils were marked up: Madagascar clove leaf, lemongrass and patchouli. On the other hand citronella (Ceylon), camphor white and petitgrain were easier.

### Pharmaceutical chemicals

**Ammonium bicarbonate:** £55 metric ton delivered; carbonate lump and powder £88-20.  
**Amylobarbitone:** 50-kg £3-75 kg; sodium £4-30.  
**Bismuth salts:** £ per kg.

	12½-kg	50-kg	250-kg
carbonate	4-68	4-50	4-45
salicylate	4-00	3-50	—
subgallate	4-30	4-10	—
subnitrate	4-25	4-05	4-00

**Butabarbital:** 50-kg £5-35 kg; sodium £6.  
**Butobarbitone:** £5-05 kg for 50-kg lots.  
**Barbitone:** 50-kg lots £2-65 kg; sodium £2-65.  
**Carotene:** Suspension 20 per cent £16-73 kg.  
**Chloral hydrate:** 50-kg lots £0-75 kg.  
**Cocaine:** Alkaloid £222 kg; hydrochloride £202-75.  
 Subject to DDA Regulations.  
**Cyclobarbital:** (50-kg) £4-15 kg; calcium £4-15.  
**Dextromethorphan:** Hydrobromide £98-80 kg.  
**Digoxin:** Up to 25-g lots £2-60 per g.  
**Fentichlor:** 50-kg lots £1-73 kg.  
**Ferrous fumarate:** £0-50 kg for 50-kg lots.  
**Ferrous gluconate:** £628 metric ton in 50-kg lots.  
**Ferrous phosphate:** In kegs £0-46 kg.  
**Gallic acid:** 1,000-kg lots £1-62 kg.  
**Glucose:** (Per metric ton in 10-ton lots), monohydrate powder £84; anhydrous £165; liquid 43° Baumé £70 (5-drum lots).  
**Glycerin:** BP per metric ton—5-ton lots £234; 1-ton £237; 250-kg £243, in 250-kg drums.  
**Hydrocortisone:** Acetate or alcohol £0-25 g.  
**Hydrogen peroxide:** 35 per cent, £130 per 1,000-kg.  
**Hyoscine hydrobromide:** £314-25 kg.

**Hyoscamine sulphate:** (100-g lots) £59 kg.  
**Ichthammol:** 1,000-kg lots £0-52 kg.  
**Iodides:** (Per kg) Potassium £2-16 (50-kg lots) £2-14 (250-kg); sodium £2-75 (50-kg).  
**Iodine:** Chilean crude £2-08½ per kg; resublimed £2-87 in 50-kilo lots.  
**Iron ammonium sulphate:** 100-kg £205 per metric ton.  
**Iron and ammonium citrate:** (per metric ton) granules, 50-kg lots £650 1-ton £620. Scales 50-kg £820; 1-ton £790; green £830.  
**Iron phosphate:** £470 metric ton for 50-kg lots.  
**Kaolin:** BP is £66 per 1,000-kg in sacks.  
**Magnesium carbonate:** Heavy £192, light £184 per metric ton.  
**Magnesium hydroxide:** BPC £560 metric ton.  
**Magnesium oxide:** BP (per metric ton); light £560; heavy £890.  
**Magnesium peroxide:** 50-kg lots 23-25 per cent £0-59 kg.  
**Magnesium sulphate:** BP from £42 metric ton excised £75-£80 ton, ex works.  
**Magnesium trisilicate:** £470 metric ton.  
**Mercurochrome:** £7-95 per kg.  
**Mercury salts:** Per kg in 50-kg lots: ammoniated powder £4-45; oxides—yellow £5-20 and red £5-40, perchloride £3-70; subchloride £4-75; iodide £5-30 kg for 25-kg.  
**Mersaly:** Acid £15-75 per kg; sodium £21-50.  
**Methadone hydrochloride:** Subject to DDA regulations £0-15 per g for 100-g lots.  
**Narcotine:** Alkaloid and hydrochloride in 25-kg lots £15 kg.  
**Opiates:** (per kg) subject to DDA Regulations.

	1 kg and over	Under 1 kg
<b>Codeine</b>	£	£
alkaloid .....	183-00	191-00
hydrochloride .....	156-00	164-00
phosphate .....	140-00	146-00
sulphate .....	156-00	164-00
<b>Diamorphine</b>		
alkaloid .....	212-00	223-00
hydrochloride .....	194-00	203-00
<b>Ethylmorphine</b>		
hydrochloride .....	179-00	186-00
<b>Morphine</b>		
acetate .....	164-00	171-00
alkaloid .....	202-00	211-00
hydrochloride .....	165-00	172-00
sulphate .....	165-00	172-00
tartrate .....	198-00	207-00

**Papaverine:** Hydrochloride 25-kg lots £17 kg.  
**Parachloro-meta-xylene:** 50-kg lots BPC £0-94 kg.  
**Pentobarbitone:** 50-kg lots £4-85 kg for acid and £5-15 for sodium.  
**Phemitone:** 25-kg lots £4-24 kg.  
**Phenolphthalein:** 250-kg lots £1 kg.  
**Pholcodine:** 1-kg £198-36; 7-kg £189-20 kg; 60-kg £180.  
**Quinalbarbitone:** Sodium and acid £5-35 kg for 25-kg lots.  
**Sodium benzoate:** One-metric ton lots £28-33 kg.  
**Sodium bicarbonate:** BP £26-40 per long ton for 8-ton lots in 1-cwt bags delivered.  
**Sodium carbonate:** 89-100% from £23-47 long ton delivered.  
**Sodium chloride:** Vacuum dried £8-15 per long ton in plastic sacks for 6-ton lots, ex works.

**Sodium citrate:** £313 per metric ton.  
**Sodium percarbonate:** (Per metric ton) £164-75.  
**Sodium potassium tartrate:** £295 per metric ton.  
**Sodium sulphate:** BP from £35 to £40 per metric ton as to crystal. BP excised £60 ton.  
**Sodium thiosulphate:** £44 per metric ton.  
**Streptomycin:** £11 kg base; dihydrostreptomycin £11-50 kg base.  
**Strychnine:** (kg) alkaloid £12-25; sulphate and hydrochloride £10-50.  
**Succinylsulphathiazole:** 50-kg lots £2-40 kg.  
**Sulphacetamide:** Sodium BP £2-98 kg.  
**Sulphadiazine:** 50-kg lots £2-79 kg.  
**Sulphadimidine:** 250-kg lots £2-95 kg; sodium £3-05.  
**Sulphaguanidine:** BPC in 250-kg lots £2-13 kg.  
**Sulphamerazine:** In 50-kg lots £3-12½ per kg.  
**Sulphamethizole:** BP 50-kg £3-65 per kg.  
**Sulphanilamide:** 50-kg lots £1-40 kg.  
**Sulphquinoxaline:** Sodium, B Vet C in 50-kg lots, £4-38 kg.  
**Sulphathiazole:** 50-kg £1-83 kg.  
**Thymol:** In 1-ton lots £2 per kg.

### Crude drugs

**Aloes:** (metric ton) Cape primers £290 spot; £265, cif. Curaçao £770 spot; £715, cif.  
**Ipecacuanha:** (per lb) Matto Grosso £2-50 spot; £2-40, cif, Costa Rican £2-05 spot; £1-95, cif.  
**Jalap:** No offers.  
**Kola nuts:** West African halves nominal on spot; shipment £84 metric ton, cif.  
**Lobelia:** American herb £750 metric ton, cif.  
**Menthol:** (kg) Chinese spot not quoted; shipment £6-28, cif. Brazilian spot £3-85, £3-80, cif, September-October.  
**Tonquin beans:** Para Spot nominal; £800 metric ton, cif.

### Essential oils

**Camphor white:** Spot £0-55 kg; £0-34, cif.  
**Citronella:** Ceylon spot £1-16 kg; £1-08 cif. Chinese £1-20 spot; £1-08 cif.  
**Clove:** Madagascar leaf £1-20 kg; £1-16, cif. English distilled bud £17-60. Stem £5-50 kg, cif.  
**Lemongrass:** £2-15 kg spot; £2-01, cif.  
**Patchouli:** Spot £5-50 to £6; £5 to £5-50, cif.  
**Petitgrain:** Spot £3-75 kg; shipment £3-55, cif.  
**Peppermint:** (per kg) Arvensis Chinese, spot unobtainable; Nov-Dec £2-60, cif. Brazilian £1-70 spot; £1-67½, cif. American piperata from £1-60.

## COMING EVENTS

Friday, September 15

Society for Analytical Chemistry, Chemical Society and Royal Institute of Chemistry, University of Hull, at 2.45pm. Joint meeting: "Alcohol—its determination"; includes paper on "Determination of alcohol in pharmaceutical preparations" by D. A. Elvidge (Boots Co Ltd).

## Classified advertisements

### Classified Advertisement Rates

**Display:** £4-50 per s.c.l. min. 1" s.c. (1" x 1½"); ½ page (4½" x 3½") £40; ½ page (4½" x 7") or (9" x 3½") £70; 1 page (9½" x 7") £120.

**Screen:** 100

**Lineage:** 35p per line, min. 5 lines @ £1-75

**Box Numbers:** 25p extra

**Series Discounts:** 5% discount on 3 insertions and over; 15% discount on 13 insertions and over

**Headings:** All advertisements appear under appropriate headings

**Copy Date:** 4 pm Tuesday prior to publication date: Advertisements should be prepaid

**Publication Date:** Every Saturday

**Post to:** Classified Advertisements, Chemist & Druggist, 25 New Street Square, London, EC4A 3JA

**Telephone:** 01-353 3212

**Circulation:** A.B.C. January/December 1971, 15,167

### SENIOR PHARMACIST

#### HOME OFFICE, PRISON DEPARTMENT

Applications are invited from male or female registered Pharmacists aged 25 or over for appointment as Senior Pharmacist at Her Majesty's Prison, Holloway, London, N7. Previous hospital experience is not essential.

Salary scale £1,563 to £1,944 plus £111 per annum environment allowance. London weighting of £126 per annum is payable in addition. Starting salary above the minimum of the scale may be allowed for previous National Health Service, Government Service or other comparable experience.

A five-day week is worked. The annual leave allowance is three weeks and three days rising to four weeks after ten years' total service, plus six public holidays.

Application forms obtainable from the Establishment Officer, Home Office, Prison Department (R 10/10 VDC), Portland House, Stag Place, London, SW1.

For further information please telephone the Chief Pharmacist, HM Prison, Holloway (01-607 0231).

# Classified advertisements

## Situations vacant

### PHARMACY TECHNICIAN

HM PRISON, PARKHURST

A Pharmacy Technician is required at HM Prison, Parkhurst, nr Newport, Isle of Wight.

Salary scale £894 rising to £1,320 plus £77 per annum environment allowance and an additional allowance may be paid to applicants having exceptional qualifications or experience.

Five-day week. Post superannuable under NHS superannuation scheme.

Intending applicants may obtain further information from the Chief Pharmacist: Newport (Isle of Wight) 3855.

Application forms obtainable from the Establishment Officer, Home Office, Prison Department (R 10/10 VDC), Portland House, Stag Place, London, SW1.

Closing date for receipt of completed application forms 4 October 1972.

### DEPUTY CHIEF PHARMACIST

HOME OFFICE, PRISON DEPARTMENT

Applications are invited from male or female registered Pharmacists aged 25 or over for appointment as Deputy Chief Pharmacist (Category IV) at Her Majesty's Prison, Wormwood Scrubs, Du Cane Road, London, W.12. Previous hospital experience is not essential.

Present salary scale £1,629 to £2,085 plus £111 per annum environment allowance. (Improved scales will shortly be applicable.) London weighting is payable in addition. Starting salary above the minimum of the scale may be allowed for previous National Health Service, Government Service or other comparable experience.

A 5-day week is worked.

Application forms obtainable from the Establishment Officer, Home Office, Prison Department (R 10/10 VDC), Portland House, Stag Place, London, SW1.

For further information please telephone the Head Pharmacist of the Prison Service (Tel: 01-743 0311 Ext. 324).

**MARKETING MAN** for Pharmaceutical and Dyestuff intermediaries.  
We are looking for a marketing man with good technical knowledge and commercial background to develop the sales of already proven products as well as for new developments. The person we are seeking must be prepared for considerable travelling. Company car will be provided. Salary to be negotiated according to qualification. Written applications to Bofors (Gt. Britain) Co. Limited, Dowsets Lane, Ramsden Heath, Billericay, Essex. Attention Company Secretary.

**LADY OR GENTLEMAN PHARMACIST** required as Director Superintendent starting October 23 for Pharmacy in Amersham. Salary £2,000 per year with flat over Pharmacy. Rent and rates free. Three weeks holiday a year, one Saturday afternoon off each month. Apply L. L. Schofield, Weedon Cottage, 23 Weedon Lane, Amersham, Bucks. Tel. Amersham 5167.

FREELANCE representatives or wholesalers required to carry line of fast selling breath tablets, retail 5p. All areas. Export enquiries also invited. Tenz (London) Limited, 206 Church Road, London, N.W.10.

## Business opportunities

### PROGRESSIVE non-food

wholesaler in East Midlands wishes to contact similar wholesalers or grocery wholesalers wishing to expand non-food sales with a view to forming a buying group to combat possible VAT disadvantages. Box No. 2004.

## Trade services

### ANALYTICAL AND RESEARCH FACILITIES

Complete Chemical, Biochemical, and Micro-Biological investigations, for all branches of the Food, Pharmaceutical, and Drug Industries, using the latest techniques of Chromatography, Infra Red, U/V, and Atomic Absorption Spectroscopy, in addition to all standard Analytical procedures. Highest resolution Black/White, and Colour Photo-Microscopy. Our qualified staff, will be pleased to discuss any problem, from a simple analysis, to a full scale Research and Development Project.

In the first instance, please write or telephone our Technical Director.

Dept. "C",  
ROCK BANK LABORATORIES,  
BOLLINGTON,  
MACCLESFIELD, Cheshire.  
Tel: Bollington 2459/50 or 2777.

## Hospital appointments



**Mansfield Hospitals**

### Senior Pharmacist

This is a newly created post in the Area Pharmaceutical Department serving 10 hospitals. In addition there is a new Maternity Unit being built within the grounds of the King's Mill Hospital which is also to be served by the Department.

This is a well equipped Department with separate sterile fluids unit.

First class experience in all aspects of hospital pharmacy.

Single accommodation available and occasional help with married accommodation.

Work in Area surrounded by beautiful countryside, including Sherwood Forest.

Not far from Nottingham. 3 miles from M1.

Salary—Whitley Council Rates of Pay and Conditions of service—at present £1,689 to £2,100 per annum plus higher qualification allowance.

Application form and further details is required from Mr. C. H. Preston Robinson, the Group Pharmaceutical Officer.

KING'S MILL HOSPITAL, Sutton-in-Ashfield, Notts.

# Classified advertisements

## HAMMERSMITH HOSPITAL AND THE ROYAL POSTGRADUATE MEDICAL SCHOOL

Du Cane Road, London, W.12

Pharmacist required for teaching hospital (Category V). Excellent general experience, and participation in the specialist service to the School, Medical Research Council and other research units.

Opportunity for pharmacist interested in helping develop improved ward stock issue scheme, and in introducing ward pharmacy into a large hospital with unusually high number professorial units.

Salary scale £1,545-£1,941, plus Higher Qualification Allowance £25 (where applicable) and London Allowance £126. Accommodation available for single person (female).

Applications stating age, experience (if any) and naming two referees to Chief Pharmacist.

## SOUTH LIVERPOOL HOSPITAL MANAGEMENT COMMITTEE

SEFTON GENERAL HOSPITAL LIVERPOOL, 15 (793 Beds)

## DEPUTY CHIEF PHARMACIST (CATEGORY V)

required for the Group Pharmaceutical Department based at the above Hospital.

The post affords a wide variety of interesting work including Maternity and Psychiatric Departments, Regional Cardiac and Regional Urological Units and Regional Quality Control Laboratory.

Salary range £1,920-£2,430 per annum.

Application forms to be obtained from the undersigned, to whom they should be returned not later than Friday, 22nd September, 1972.

G. A. SMITH  
Secretary to the Committee

## High Wycombe & District HMC

## AMERSHAM GENERAL HOSPITAL, AMERSHAM, BUCKS.

### PHARMACY TECHNICIAN

required full-time. Salary £954 to £1,320 according to age and experience. Applications with names of two referees are invited from persons holding the Certificate of Apothecaries or equivalent certificate to Hospital Secretary.

Enquiries to Chief Pharmacist, Amersham 4411, Ext. 1.

### PHARMACISTS, Walton Hospital, Rice Lane, Liverpool L9 1AE.

Applications are invited for posts of basic grade Pharmacists to work in a modern department serving this busy acute hospital of 955 beds with a large Out-patient and Accident and Emergency commitment. Those appointed will be required to assist in the introduction of a new ward drug administration scheme. This post offers an excellent opportunity to those with an interest in a career in the hospital service. Salary £1,545 p.a. to £1,941 p.a.

Applications stating age, qualifications, experience, and the names and addresses of two referees, preferably present and previous employers, should be forwarded to the Hospital Secretary as soon as possible.

## Agents

### IRELAND (REPUBLIC)

Agent requires fast selling lines for Chemists and Stores.

Box No. 2008.

- \* In Anodised Aluminium
- \* Built in Illuminated signs
- \* Available from stock
- \* Installed in 2 Days on most sites

UNIT SHOPFRONTS LTD  
9 Aintree Road, Perivale, Middlesex  
PHONE: 01-997-9943/7

## Shopfittings

### Low Cost Unit Shopfronts 600 Designs

Take 36 Months To Pay

SHOPFRONTS and interior fittings by Chemist Specialists. WARWICK SHOPFITTING, 20 Rudd Street, London, SE18 6RS. Tel. 01-854 0343.

ONE DAY REFITS. No trade loss arrangements. Your shop replanned free. Low prices. Cash, Rental, Credit. S. G. Clark, Kytes House, Watford WD2 6NT. Tel: Garston 79151 any time.

## Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies.—Runs of drug drawers, shop rounds, jars, etc.—Telephone Ashstead (Surrey) 72319 or write Robin Wheeler, 'Maplehurst', Park Lane, Ashtead, Surrey.

## Finance available

### FINANCE AVAILABLE

#### 1st and 2nd MORTGAGES 100% 1st and 90% 2nd

#### COMMERCIAL MORTGAGES LEASEBACKS—INTERNATIONAL FINANCE

BUSINESS FINANCE for purchase or injection. Factoring and Discounting on monies owed.

PERSONAL LOANS  
from £200-£10,000  
UNSECURED LOANS up to £10,000

INSURANCE COVER in all spheres of business, or personal insurance.

BUSINESS CONSULTANCY in all company problems. Financial advisers giving personal attention

DOMINION FINANCE CO. LTD.  
Private Financiers,  
97 Wood Street, London, E.17  
01-521 0011

## For sale

### "BLAKOE"

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Retail 75p per tube  
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Chainbelts, Dress Rings, Earrings  
(all types) Hair-Ornaments,  
etc. Limited quantity of  
clearing lines available, parcels  
from £5.00 and upwards.

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VICTORIA, Close Station, outstanding position for Chemist. Lease of 20 years for sale. Income of £570 p.a. and vacant possession and shop. Price £20,000. J. W. Bettys, 185 Vauxhall Bridge Road, S.W.1. Telephone 01-834 1074.

## Trade Marks

Pursuant to Section 22(7) of the Trade Marks Act 1938, notice is hereby given of the Assignment of Registered Trade Mark No. 645609 from Jackel and Company, of Shuna Place, Glasgow N.W., to The Murra Organisation Ltd., of Landscape House, Landscape Road, Churchnow, Dublin. The Mark has been used and is assigned in respect of toilet preparations (not medicated). Dated this 30th day of August, 1972. GEE and CO Chartered Patent Agents.

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ONE-SIZE TIGHTS. Perfect  
Popular brands from £1.40 doz.  
Tax paid. Carriage free. Price  
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# THOVALINE

the quality  
nappy rash  
cream



Thovaline is selling more and more each day as mothers discover that Thovaline is on their chemists' shelves.

Order the Thovaline retail pack from your usual wholesaler or from

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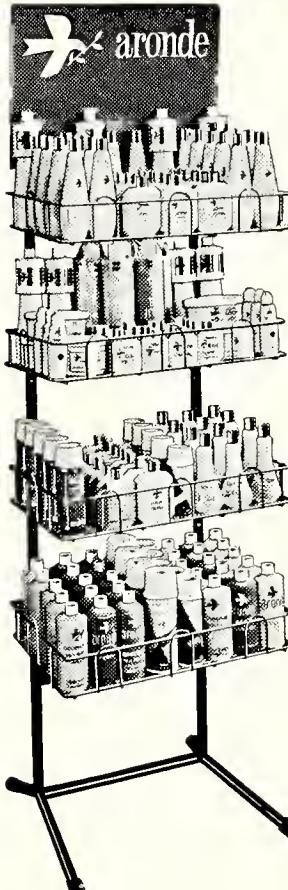
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TWO**

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# aronde



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*Already selling in more than fifty countries*—these fast-selling lines can draw your richest audience . . . estimated at many gross of sales each year! Research proves ten million women buy a new pouchette once a year—and many buy twice or three times . . . so take advantage of this season's big-feature range and super-value price-reduced items.

**SHOOT!** If you want 50%\* profit on cost or more, fill in this special advance coupon now—and shoot it off to us! Our representative will soon call to give you the facts about the Aronde big double-feature sales drive!

\*excluding purchase tax.

\*\*\*\*\*  
\* TO: ARONDE LABORATORIES LTD. SHERBOURNE AVENUE, BINSTEAD, RYDE  
ISLE OF WIGHT. TEL: RYDE 3761  
\* Please help me stake a claim in the Aronde sales programme—  
without obligation!  
\* Name .....  
\* Address .....  
\* .....  
\*\*\*\*\*  
CD/9/9

# Your wish has just come true.

Three Wishes foam bath.  
The one that sells itself.

**Unique.** Three Wishes is the only luxury foam bath that contains two separate lotions—one for a perfumed bubble bath, the other to care for the skin.

**Run Away Test Market Success.** In its Southern Television test, Three Wishes has by far the biggest sale of any bath liquid.\*

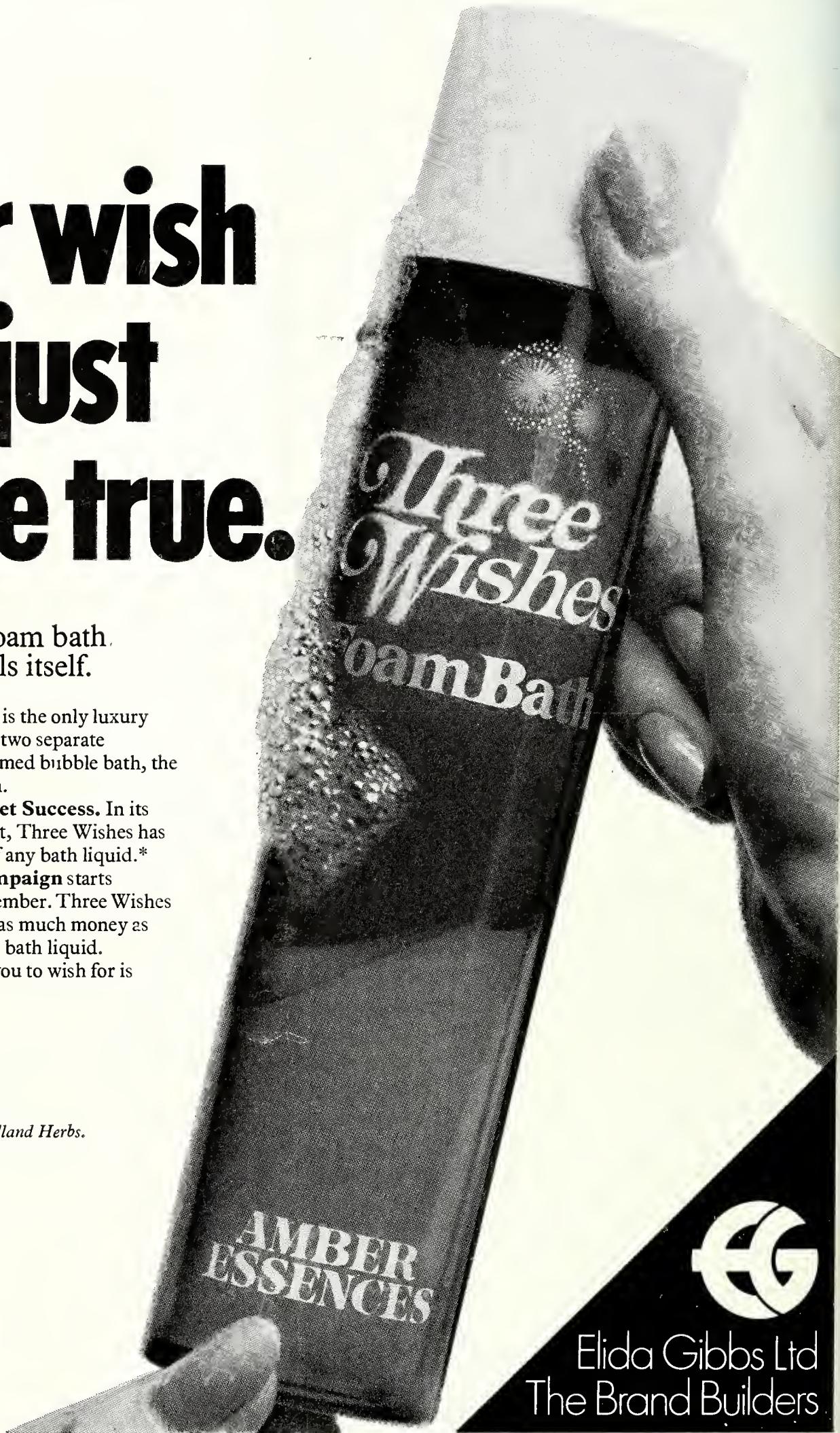
**Biggest-Ever TV Campaign** starts nationally on 25th September. Three Wishes will be backed by twice as much money as has ever been spent on a bath liquid.

The only thing left for you to wish for is that you're ready.

Three Wishes.

\*Independent Retail Survey.

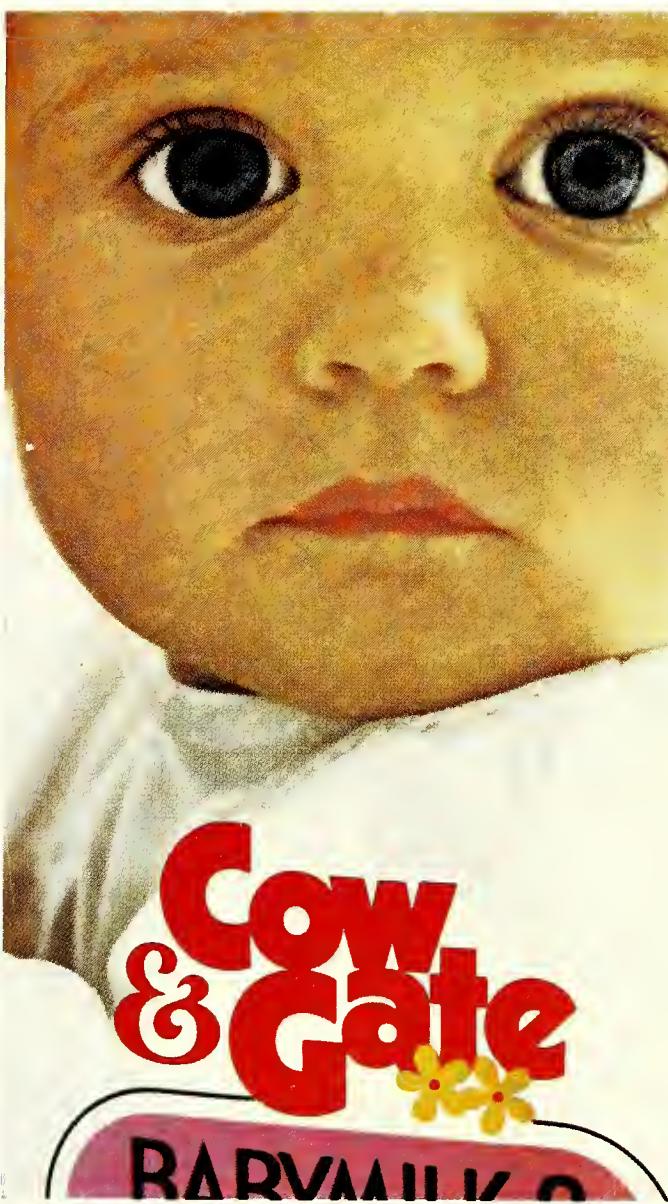
*In three fragrances:*  
Mixed Wild Flowers. Woodland Herbs.  
Amber Essences.



Elida Gibbs Ltd  
The Brand Builders

# Babycare

Supplement to Chemist & Druggist September 9 1972



You know the name, but you can't place the face.

Our new packs have got the cutest little baby face.

It makes our whole range of Babymilks look nicer, we think.

But the looks are all that's changed.

The milks inside are just as good as they always were.

They're still the brand leader.

And we're running ads like this in national women's magazines so your

customers will know all about it.

So they'll still come to you for the Babymilks only Cow & Gate know how to make.

The ones more hospitals and doctors and midwives choose.

The ones more mums trust.

Just like they always have.

The ones you sell best.

Just like you always have.

**Cow & Gate**

# Now Trufood nourishment comes in THREE profitable sizes

**Trufood Spoonfoods, Junior Foods and new Toddler Meals.** Now there are three ranges of Trufood baby meals. So every Trufood mother becomes an even more important customer of yours. Because Trufood is the only major baby meals brand sold through chemists only. And every Trufood sale means premium-profit for you.

**Trufood sales keep climbing.** More and more mothers are paying extra for the special quality of Trufood baby meals. And full-colour Trufood advertising, in the journals mothers read, keeps on winning new customers for you. So make sure they see all THREE ranges of Trufood baby meals in your pharmacy... Trufood customers are too good to lose!

**Sold through chemists only.**  
Trufood Baby Foods,  
Guildford, Surrey.



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# SOME LIKE IT HOT

**B**ABIES make good alarm clocks but their disadvantage is that they tend to sound at the wrong times—especially in the early hours of the morning. The call usually means that they are demanding more to eat or drink.

And now the big question for the parents. Who is going to step out of that nice warm bed to trudge downstairs to heat the food? The whole point is that neither parent need to move at all if they had a bottle warmer.

However, feeds should never be kept warm for long periods because of the possibility of bacteria incubation and recent government warnings have drawn attention to that risk.

The Department of Health and Social Security last month asked general practitioners, medical officers of health, hospital authorities and Health Service Executive Councils to warn mothers of young babies against using vacuum flasks to keep babies' feeds warm. The warning followed the use of vacuum flasks now becoming available, designed to have a teat fitted directly to them so that there is no need to transfer the feed to a feeding bottle.

The safest way in which to deal with the situation is to store the feed cold and to warm it immediately before use. Vacuum flasks should only be used as a source of hot water in which the feeding bottle can be immersed just before the feed is required.

The latter way of heating baby's bottle before a feed means the mother has to make repeated checks to find if the feed is hot enough. An easier method of warming the feed is a thermostatically-controlled baby-food heater.

## Dee Gee heater



Illustration courtesy Heinz

Although a primitive, slow and uncontrolled bottle warmer was invented in the early part of the century, the real pioneering in this country was done by a (then) small firm in Dorset, David Griffin Ltd, with their Dee Gee model after the last war.

For many years this company had to sell the idea, because of the inevitable "My mother didn't need one—why should I?" reaction.

But, now that many hundreds of thousands of grandmothers-to-be (the ultimate authority) have found the convenience of this type of heater, in hospital or in the home, it has been lifted out of the gadget category and is now a recognised—if not yet considered absolutely essential—appliance.

Besides heating liquids these heaters can also be used for warming tins and jars of "solid" baby-food.

The price and attractive packaging make it a suitable gift for new parents and research has shown that a fair proportion are purchased as presents.

Recommendation by users plays a large part in the large number of repeat sales.

"Probably due to this snowballing effect, in Eire—where the local pharmacy is of even more importance to the new mother (even Mothercare apparently do not think it is worth opening there) the relative turnover of the product is now considerably higher than in the UK", say Dee Gee.

The Dee Gee heater (£2.33) of David Griffin Ltd, Holland Way, Blandford, Dorset, has an on/off switch which is combined with a thermostat control, and is available in an ivory colour. It is made of plastics and is fully insulated.

Another supplier is S. Maw Son & Sons, Aldersgate House, Cromer Road, New Barnet, Herts. This heater (£2.50) designed to take the whole range of Maws baby bottles has been modified and relaunched in the past few weeks.

The bottle warmer (£2.75) made by

Pifco Ltd, Princess Street, Failsworth, Manchester, is supplied in pink, blue or white, is moulded in plastic and has an on/off switch and thermostatic temperature control at the front. It is packed 12 to a carton and has 8ft of pvc covered flex.

Other aids to keeping food hot for baby are feeder dishes which hold hot-water around the "plate".

Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, makers of the Tommee Tippee range have two models available. Both have a suction pad on the base for stability and a safety screw stopper to prevent baby being scalded by the hot water inside.

The single hot plate is compactly designed enabling mother to hold the dish and feed baby (there are embossed edge grips on the plate).

The Tommee Tippee double hot plate has a division which can be used for two types of food or as a perpendicular against which wood can be spooned.

*Single and double hot-plate dishes by Tommee Tippee*



A

# PRODUCT AND PROMOTION ROUND-UP

## Free mail-in offer for Farley's rusks

To boost the in-store impact of the current £250,000 Farleymen T/V campaign, there will be a free mail-in offer on 2½ million family packs of Farley's rusks.

The offer is a colourful growth chart, the perfect link with the campaign, depicting a clown "growing" out of a box of Farley's rusks.

It tells the mother that Farley's Rusks are synonymous with healthy growing toddlers, and that Farleymen are growing every day.

To obtain the growth chart, mothers have to send two family pack tops and a 2½p stamp.

The objectives of the promotion are to create a compelling link, in store, to the television advertising which will be at its peak during the promotion (Farley's Infant Food Ltd, Torr Lane, Plymouth).

## Suba Seal solve the comforter problem

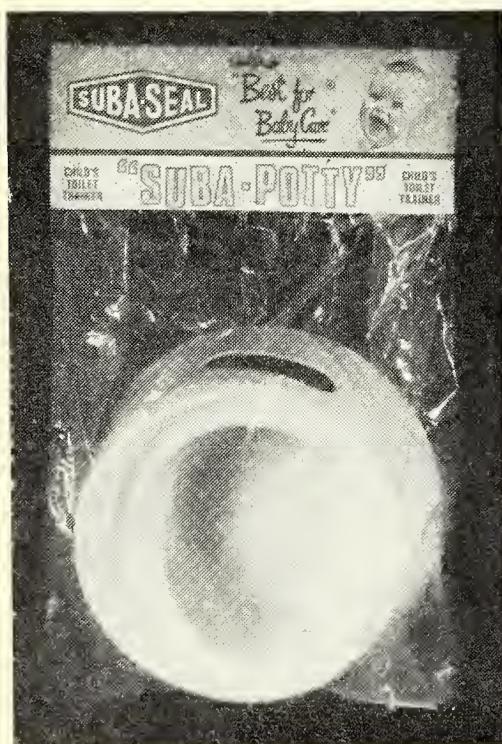
William Freeman & Co Ltd, manufacturers of the Suba Seal range of baby feeding and baby care products say that the recent addition of drinking cups, drinking trainers, feeding dishes and plates, and a sterilisable toilet trainer probably stabilises their range for some time to come, and the company are launching their new safety comforter, as the answer to



criticisms earlier this year in the Commons of dangerous dummies of unknown origin, which had resulted in fatal accidents to babies.

In producing their new safety comforter, William Freeman have paid particular attention to the design of the ring connector, which will withstand a "pull" considerably stronger than is likely to be encountered in normal use with very young babies and the shield has been redesigned to give a more satisfactory profile and a greater degree of comfort. The new product is presented in a sealed blister pack for hygienic handling, and can be sterilised in any cold sterilising solution.

In anticipation of heavy demand for their Coverlette range of cot hot water bottles, William Freeman are currently building stocks to meet orders which are likely to follow the release of a Home Office TV cartoon film dealing with safety in the home, which features the covered hot water bottle as a product which can be used with complete safety by nursing mothers (William Freeman & Co Ltd, Staincross, Barnsley).



## New Advertising for Cow & Gate babymilk

Starting in the September issues of consumer journals is a new advertising campaign for Cow & Gate babymilk. Full colour pages will be appearing in women's magazines, and in specialist motherhood journals during the autumn and continuing into 1973.

The first advertisements are designed to introduce the new babymilk pack to mothers and to reassure them that the formula is unchanged. The picture is a close-up of the new carton, concentrating on the baby photograph, with a feeding

bottle containing the milk alongside. The headline—"You know the name, but you can't place the face"—sets the theme for the copy.

Since it is known that the medical recommendation has an important bearing on a mother's choice of a milk, the fact that the food is used in more hospitals and advocated by many members of the profession is stressed in the copy (Cow & Gate Ltd, Guildford, Surrey).

## Brushes for baby

Babycare products from G. B. Kent include Baby (£0.09) and Junior toothbrushes (£0.10) both manufactured with soft hair to ensure safety to babies' enamel and gums.

Range of hairbrushes includes a plastic, soft penetrom filled one (£0.59) and a satinwood, soft bristle brush (£2.23) (G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB).

## Kleinert Duralite pants

In 1913, Kleinert's created the first rubber baby pants; now, nearly 60 years later, they have introduced a new baby pant—Duralite (£0.35)—which is a new material, exclusive to Kleinert's with a 100% nylon base coated with polyurethane. The resulting fabric is lightweight, non-stiffening, waterproof and machine washable, with a soft to handle finish and a long life.

Since Kleinert's launched Duralite pants on to the American market in 1964, they have sold over 10 million pairs, and Duralite now accounts for 70% of the baby pant sales from US department stores and quality shops.

They are available in 4 sizes: small (up to 13lb), medium (14-18lb), large (19-22lb) and X/large (23-26lb) (Kleinert's Inc, 91 New Bond Street, London W1).



# Take care of Savlon Babycare and the pounds will take care of themselves.

**Did you know** that baby toiletries are becoming more and more important to chemists? That it is one of the few areas where chemists are gaining over grocers? And that last year your sales increased by half a million pounds over the year before?

**That's why** you're on to such a big potential money-maker in ICI's Savlon Babycare. Babycare is, of course, a chemist-only range. But, even more important to you, it is the first range of baby care products specifically formulated to pharmaceutical standards. Each product, the cream, shampoo, lotion and talc, is medicated with an ICI antiseptic to overcome such common skin problems as nappy rash, cradle cap, soreness and chafing. So that mothers are provided with a complete skin-care routine.

**We're spending** big money on the biggest baby care campaign ever mounted in Woman, the biggest-selling women's

weekly magazine. Seven out of every ten women coming into your shop will see our colour pages in Woman and in the baby publications. Almost every new mother will have been given a sample of the cream in hospital, as well as a leaflet describing the whole range. All this, plus professional recommendation, is designed to direct her towards your counter looking for Savlon Babycare.

**You can make** high profit margins on all packs (over 40% on S.P.). With an extra display bonus from our representative if the Babycare products are featured on display.

**Now** make sure your shop carries Savlon Babycare — the one doctors and midwives recommend. Make space for Savlon Babycare where your customers can see and handle it, and, if you run into any difficulties in obtaining supplies from your wholesaler, contact your Savlon representative and he will sort it out.



**SAVLON BABYCARE**

all the care a baby's skin needs



# What kind of Chemist would like to recommend Cannon Babysafe?

One who knows the importance of germ-free feeding.

And that's what Cannon Babysafe is all about:

A whole range of germ-free (smooth-neck) feeding bottles, teats, mini-feeders – and the patented Cannon Babysafe sterilising unit, (for use with Milton or tablets).

So when it comes to baby hardware they'll expect you to mention:

**Cannon Babysafe.**



## **CANNON** **babysafe**

If you know what's best for your baby.

Cannon Rubber, Ashley Road, London N.17. Tel: 01-808 6261

# IMMUNISATION: A guide to latest schedules

by A. L. Frenkiel, BA, MRCS, LRCP, DPH, DCH, DRCOG.

Control of infectious disease was practised before the discovery of bacteria and before the phenomenon of immunity was clearly understood. Isolation of the sick during plague and quarantines for the contacts were well-known, even during the Middle Ages.

Another method of control and prevention came later when careful supervision of food and water supplies was introduced as a public health measure. When diseases are transmitted by indirect contact, environmental hygiene can break the chain of infection, but some communicable diseases are transmitted by direct contact and their spread can best be prevented, apart from isolation, by establishing high individual resistance to the infectious agent—by immunisation.

## Patterns of immunity

There are two main types of immunity; active and passive. Active immunity is produced when the host reacts slowly to an infectious agent (virus, bacteria and fungus or their products) and produces antibodies, while passive immunity can be achieved through the injection of serum containing antibodies derived from another human being or animal.

In practice, passive immunity is not aimed at in the control of communicable diseases and such immunisation is resorted to as a therapeutic or prophylactic measure in individual cases. It is short-lived and therefore must not be confused with immunisation proper which aims at producing high resistance to an infectious agent and teaches the host to produce promptly, antibodies to a virulent organism on every future encounter.

## Immunisation policy

Mass immunisation is the prophylactic treatment of a whole community. It aims at producing high immunity in a large proportion of the population. As the pattern of infection in the community is constantly changing, policy on immunisation must be reviewed frequently and must be modified when necessary.

Mass immunisation programmes are planned for children, while a selective immunisation policy is advised for certain groups exposed to the risk of infection, such as hospitals or public health staff and travellers to countries outside Great Britain and Europe.

## Vaccines

Prophylactic agents used for immunisation are produced as vaccines and can be grouped into four categories:

Vaccines consisting of organisms re-

lated to that causing the disease such as, for example, vaccinia, which is used to protect against smallpox

Vaccines consisting of attenuated organisms, for example, BCG, poliomyelitis, measles and rubella

Vaccines containing killed organisms such as TAB, cholera or whooping cough

Vaccines consisting of modified products of bacteria, such as toxins or toxoids or immunologically active fractions of organisms such as in diphtheria or tetanus (TAF).

Mass immunisation of children in the UK starts in the first year of life, offering protection against three dangerous diseases, namely, diphtheria, tetanus, and whooping cough.

## Diphtheria

The disease has almost disappeared from the UK after the introduction of mass immunisation in 1940. Prior to this date, diphtheria was the main cause of death in children of school age.

The harmful effect of the disease is due to a soluble toxin produced by bacteria, which can be rendered innocuous on pro-

cessing with formalin and heat. The toxoid thus obtained must be treated with salts of aluminium in order to obtain a product able to stimulate a satisfactory response on primary immunisation. The most commonly used is the PTAH, toxoid adsorbed on an aluminium hydroxide. The other two vaccines giving excellent antigenic response are APT (alum precipitated toxoid) and PTAP (purified toxoid aluminium phosphate).

While the earliest age at which immunisation should be commenced is three months, a much better response is obtained if the programme is started at six months. An interval of four weeks at least should be allowed between the administration of the three doses of PTAH or APT which is usually combined with tetanus toxoid and whooping cough vaccine.

Active immunisation of older children should not be done with vaccines containing aluminium salts; TAF (toxoid antitoxin floccules) or plain toxoid may be safer. The TAF contains horse serum and must never be used in those allergic to horse protein.

When vaccines containing aluminium salts are used, the injection must be given intramuscularly, so as to avoid the subcutaneous fat necrosis and intradermal scar formation which can give mothers unnecessary anxiety.

Injections must never be given by the intramuscular route to children suffering from haemophilia or allied disease.

*Continued on Page 9*



Illustration courtesy Glaxo

# Immunisation Schedule Chart

Visit	Age	Name	Vaccine Disease	Nature	Dose	Route	Interval	Contraindications	Notes
1	6 mths	Triple	Diphtheria Tetanus Whooping cough	Toxoid adsorbed on aluminium Toxoid adsorbed on aluminium Killed pertussis organism 20,000/ml	0.5 ml	Intra-muscular		Whooping cough component to be omitted for children with history of clinical whooping cough or convulsions	The earliest age at which the first dose may be given is 3 months, but a better immunological response can be expected if the first dose is delayed to 6 months of age
		Polio	Poliomyelitis	Living attenuated poliomyelitis virus solution	3 drops	Oral		Agammaglobulinaemia, acute illness, corticosteroid or immunosuppressive drug therapy, diarrhoea	
2	7½-8 mths	Triple	Diphtheria Tetanus Whooping cough	as above as above as above	0.5 ml	I.M.	6-8 weeks	Omit whooping cough if history of severe reaction after first dose or as above	
		Polio	Poliomyelitis	as above	3 drops	Oral	6-8 weeks optimum	As at 6 months	
3	9-14 mths	Triple	Diphtheria Tetanus Whooping cough	as above as above as above	0.5 ml	I.M.		Omit whooping cough component if reaction follows previous injection of triple vaccine or child has history of fits	
		Polio	Poliomyelitis	as above	3 drops	Oral	4-6 months optimum	as above	
4	1-2 years	Measles	Measles	Live attenuated freeze dried vaccine to be reconstituted just before administration	0.5 ml	Intra-muscularly or sub-cutaneously	3 weeks at least must be allowed between two live vaccines	Not to be given to children on immunosuppressive therapy or corticosteroids and those suffering from leukaemia or Hodgkin's disease	Children suffering from chronic disease of the heart or lungs should be given a simultaneous injection of immunoglobulin into the opposite limb

5	5 years	D/T (P.T.A.H.)	Diphtheria Tetanus Polio	Toxoid adsorbed on aluminium Toxoid adsorbed on aluminium Attenuated living polyvalent in fluid	0.5 ml Oral 3 drops	I.M. as above 3 weeks at least must be allowed between two live vaccines	School entrants get reinforcing booster before 5 years of age if necessary
6	11-14 years	Rubella	German measles	Attenuated freeze dried, must be reconstituted		Sub-cutaneously	Girls only Pregnancy, malignant disease, leukaemia or Hodgkin's disease, hypogammaglobulinaemia, corticosteroid and immunosuppressive therapy
7	13 years	B.C.G.	Tuberculosis	Freeze dried	0.1 ml	Intradermal	Tuberculin-negative children only Tuberculosis of any organ
8	15-19 years	Tetanus Polio	Tetanus Polio	Toxoid adsorbed on aluminium Live attenuated virus in solution	0.5 ml 3 drops	Intra-muscular Oral	Programme of tuberculin testing, B.C.G. vaccination and re-testing clearly defined At school leaving age or before for children in riding clubs, etc

*Continued from page 7*

### Tetanus

The vaccine used is adsorbed toxoid on aluminium hydroxide and is usually combined with diphtheria and whooping cough in a triple vaccine. To ensure lasting protection, a boosting dose should be given at school entry and school leaving age (see immunisation schedule). Two further injections should be given at five year intervals to all possibly at risk of infection, particularly those working with animals or on the land.

### Whooping cough

This is a frightening disease and in a young child is likely to cause permanent damage to the lungs. Immunisation against whooping cough is therefore advisable and while some variation in the efficacy of pertussis vaccine is held responsible for the periodic rise in the incidence of the disease, thorough studies of the Public Health Laboratory Service have shown inadequate protection in the affected families.

The refusal of primary immunisation is probably due to the reactions which occasionally arise after whooping cough vaccination. The reaction may be just a local swelling at the site of injection though central nervous system symptoms rarely occur and vary in degree from sporadic convulsion to coma, brain damage and occasionally death. Brain damage is, however, extremely rare and the reported incidence of 1:50,000 is probably an over-estimate.

Children who have had clinical whooping cough before immunisation should not be vaccinated and instead of triple antigen, diphtheria and tetanus combined vaccine should be given. In case of a general reaction after the first dose of triple vaccine, the pertussis component should be omitted from subsequent injections.

### Poliomyelitis

This most dreadful disease can be caused by one of three types of polio virus, each of which has no cross immunity with another and therefore effective vaccines must contain all three.

In the UK, we use live polyvalent vaccines, containing living attenuated polio viruses. They are produced on monkey kidney tissue. An experimental vaccine produced on human kidney tissue is on trial by Pfizer Ltd.

Salk vaccine, consisting of virulent strains of virus killed by formalin is still used in Sweden. Both vaccines confer good protection against clinical disease.

In routine mass immunisation, polio vaccine is given concurrently with triple vaccine (see immunisation schedule). It is administered orally in syrup or on a lump of sugar and must never be given systemically.

Primary immunisation consists of three doses given at an interval of 1-3 months. Reinforcing doses are given at school entry and on school leaving. The potency of polio vaccine declines slowly after the first month of storage at 0-4°C, but if it

*Continued on next page*

## IMMUNISATION

Continued from previous page

is kept above this temperature, it deteriorates rapidly. It should not be given:

- During acute illness
- To any patient suffering from agammaglobulinaemia (inability to build up immunity).
- To patients on corticosteroids or immunosuppressive therapy
- In the first four months of pregnancy.

If cases of paralytic polio are diagnosed in a community, mass vaccination of all people is a practical step. The attenuated virus vaccine is then given to people in the neighbourhood, irrespective of their previous history of immunisation. Thus entry of wild virus is blocked and the population's immunity to the wild virus is rapidly raised.

### Measles

This is a relatively unpredictable disease. It can run a mild or a severe course and may have dangerous complications such as pneumonia, otitis or encephalitis. Therefore, immunisation of the child population is desirable. Measles could be eradicated from the UK if the response to the programme were better.

The current vaccines are derived from the Edmonston B strain of virus attenuated by passage on human kidney cells, human amnion cells and finally on chick embryo cells. The vaccine is freeze dried and must be reconstituted by diluent fluid before injection by the subcutaneous or intramuscular route. Measles vaccination is best given in the second or third year of life though some authorities propose that we should concentrate on vaccinating those over 3 years of age rather than the younger population.

After immunisation, antibody levels rise sharply then decline to a low level but on subsequent exposure to wild virus or boosting injection of vaccine, rapid recall of antibody production and rise of immunity follows.

Passive immunisation against measles is given to children below 3 years of age who suffer from disease of the heart or lungs, and human immunoglobulin derived from adult serum is used when such chronically sick children require protection from an acute attack of measles.

Human immunoglobulin is also advisable when active immunisation against measles is given to young debilitated children so as to reduce the risk of reaction to the vaccine. The optimum dose is 0.6mg/lb body weight. Measles vaccination is contraindicated in patients suffering from agammaglobulinaemia.

### Rubella

Rubella is one of the mildest identifiable virus diseases and seldom gives rise to any serious complications in children though adults may occasionally suffer from joint pains and general debility for one to three weeks following the infection. About 25 years ago, a relationship between some congenital abnormalities in the newborn

and maternal rubella came into focus and subsequently it was firmly established that pregnant women contracting the disease during early pregnancy (with no previous history of rubella) were in considerable danger of transmitting it to the young foetus. The baby could, as a result, suffer from multiple congenital abnormalities such as deafness, heart disease, subnormality etc, known as rubella syndrome.

Passive immunisation, using human immunoglobulin, was therefore widely advocated as a prophylactic measure but this was soon discarded because only the high-titre immunoglobulin (which is not easily available) could raise the serum antibody titre appreciably and give some protection against the wild virus. The low-titre immunoglobulin, more easily available, was found to be ineffective.

Living attenuated rubella virus vaccines have now been used extensively in the UK for 3 years. The freeze dried virus is attenuated through growth on rabbit kidney cells or human diploid cell cultures (Candlehill or Wistar RA respectively). The vaccine must be stored at 2-8°C and reconstituted with the diluent fluid just before administration which is by subcutaneous injection. While the virus is found in the nasopharynx of vaccinated persons during the second and third weeks after vaccination, there is no evidence that the "vaccination rubella" is transmitted to susceptible contacts.

Vaccination is offered routinely to all girls between their eleventh and fourteenth birthdays. Reactions to Candlehill vaccine are few and trivial, affecting mainly those over 25 years of age. Low grade fever rash and enlarged lymph glands are observed in children, while joint involvement may be evident in adults.

Immunity following vaccination is of long duration and the presence of wild virus in an unprotected population (i.e. boys) ensures that antibody formation is subsequently stimulated without clinical disease and consequent danger to the foetus.

Recently, the Department of Health has recommended to local authorities the provision of rubella vaccine on individual request to seronegative women of childbearing age who may be at risk of contracting the disease. School teachers, nursery staff, nurses and female doctors in children's hospitals, or obstetric and gynaecological units and the staff of ante-natal clinics are considered to be at special risk.

Live rubella virus vaccine should not be given to patients:

- Pregnant or likely to be so within two months
- Suffering from leukaemia or Hodgkin's disease
- Hypogammaglobulinaemia and other immunological deficiency states
- Receiving corticosteroid or immunosuppressive treatment.

An interval of 3-4 weeks must elapse between rubella vaccination and any other vaccine administration.

### Tuberculosis

The incidence of the disease has continued to decline over the past 10 years and while mass immunisation is offered to all tuber-

culin negative 13 year old school children, it is doubtful whether this practice will continue for a long time. Selective immunisation of groups at special risk will, however, be justified for many years.

The present practice is to detect all those who have not acquired primary infection by tuberculin test (Heaf test) and to offer all test-negative individuals *Bacillus of Calmette and Guerin (BCG)*. The attenuated tubercle bacillus culture is stored in a freeze-dried form and reconstituted just before administration which is carried out by the intradermal route in a dose of 0.1ml, and which should be given into the skin of the upper arm. The lesion thus produced heals slowly over a period of 2-6 months.

Complications in tuberculin negative patients are very rare, but tuberculin-positive patients inadvertently immunised show accelerated reaction: violent local inflammation accompanied by systemic disturbance.

### Selective immunisation

A policy of offering immunisation to special groups of people has been adopted in order to confine the hazards of immunisation to selected individuals at risk of contracting certain diseases.

Thus, high risk occupations have been defined, such as hospital employees, doctors and nurses, public health inspectors, community nurses, etc. They are offered smallpox vaccination, poliomyelitis and BCG immunisation. Farm, or animal skin workers and veterinary surgeons are offered tetanus, anthrax and brucella vaccination (the latter is still experimental).

Travellers may require immunisation for their personal protection or to comply with regulations of the country to which they will be travelling. Visitors to tropical and sub-tropical countries should consider immunisation against the following diseases: smallpox, poliomyelitis, typhoid fever, cholera, tetanus, yellow fever.

Finally, people suffering from ill-health, chronic heart or lung disease or diabetes, may react very badly to infections such as influenza and immunisation at a time when the chronically ill feel well may prevent a killing attack of the disease.

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Thank you for your help.

**All the best for baby.** **MAWS**



# Top Sellers!



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Paddi have a wide range to choose from. Pads (including

our new 20's pack) rolls, pleats and Paddi nappy holders.

So make sure you keep a really big supply of Paddi products in stock and display them well. They're the ones mums want. And they're very easy to dispose of!

**PADDI**

**Robinsons** OF CHESTERFIELD

# Baby toiletries—a £13m market

Just as mother needs pampering so does baby. And just as mother buys her cosmetics and toiletries at a chemist so it is obvious that mother should purchase her baby's requisites at the same place. The total baby toiletries market is worth in the region of £10 million, plus an extra £2 million for nappy liners and another £1 million for cotton buds.

Johnson and Johnson hold the largest share of the market. The company account for 80 per cent of baby powder sales, 75 per cent of lotions, 60 per cent of shampoos, 90 per cent of baby oils, and 65 per cent of soaps.

To keep their name in the minds of mothers J & J are spending £400,000 this year on television and press advertising.

After two and a half years of research and development, Johnson & Johnson Ltd have introduced a new baby cream.

The new product has an entirely different formulation from the previous cream and acts in a completely different way. It has a unique combination of oils which produce a permeable but moisture-resistant screen, enabling the skin to function properly and maintain its natural moisture balance. The effect is to leave the skin smooth and soft without being greasy.

The cream is available in two sizes 45g (£0.23) and 85g (£0.39).

Johnson's cotton buds and Johnson's baby shampoo are also introduced in completely new forms.

The new cotton buds break away from the traditional paper-stemmed product to a more flexible blue fluted stem. The cotton heads have also been softened.

Johnson's baby shampoo is now a completely new formulation. The revised product has a richer, thicker texture and a new delicate perfume.

Both packs have been redesigned. Cotton buds will be found in a new blue and white pack, with a transparent inset window. A combination of richer colour and bold labelling will make baby shampoo easily recognisable.

The cotton buds are available in three sizes: medium (£0.09), large (£0.21), and economy (£0.29).

Suggested selling prices for the new Johnson's baby shampoo are £0.23 for the 85cc bottle and £0.06 for the handy sachet.

## Autumn campaign for Babysafe buds

Babysafe buds are one of two products from H & T Kirby scheduled for exposure in the press this Autumn. The cotton swab provides a firm, yet resilient tip that, with gentle use, cannot irritate or damage the delicate membranes of the baby's ear and nose.

Blue or pink stems make an attractive selling point and 'use again' plastic containers can accommodate the two sizes of pack available: a round drum for the smaller quantity or a sub-divided rectangular box for the larger.

Kirby's orange and halibut vitamin

tablets are also meant for Autumn press coverage. They are packed in units of 100 tablets, one dozen units per outer.

Other babycare products from the company include bottle sterilising tablets called Babysafe Tablets (H & T Kirby & Co Ltd, Mildenhall, Bury St. Edmunds, Suffolk).

## Treatment for cradle cap

Cradocap from Priory Laboratories which provides a simple treatment for cradle cap is presented as a shampoo and, say the manufacturers, is easy and pleasant to use. The gentle, softening action allows any scurf cap present to be shampooed away while, at the same time, an antiseptic — cetrimide — deals with infection. Packed in 18g tubes (£0.15) Cradocap is available at 13 for 12 in an attractive counter display outer.

Also from Priory is Morsep, a germicidal cream for the treatment of napkin rash. Morsep's three-way action in dealing with the rash is achieved by combining cetrimide and cod liver oil. Non-greasy and rose perfumed, Morsep is available in a 40g tube (£0.17½) and a 300g dispensing pack (£0.51½) (Priory Laboratories Ltd, Pyramid Works, West Drayton, Middlesex).

## Toiletries by Maws

As far as Maws is concerned their range of baby toiletries consists of baby oil; junior shampoo, which has the special



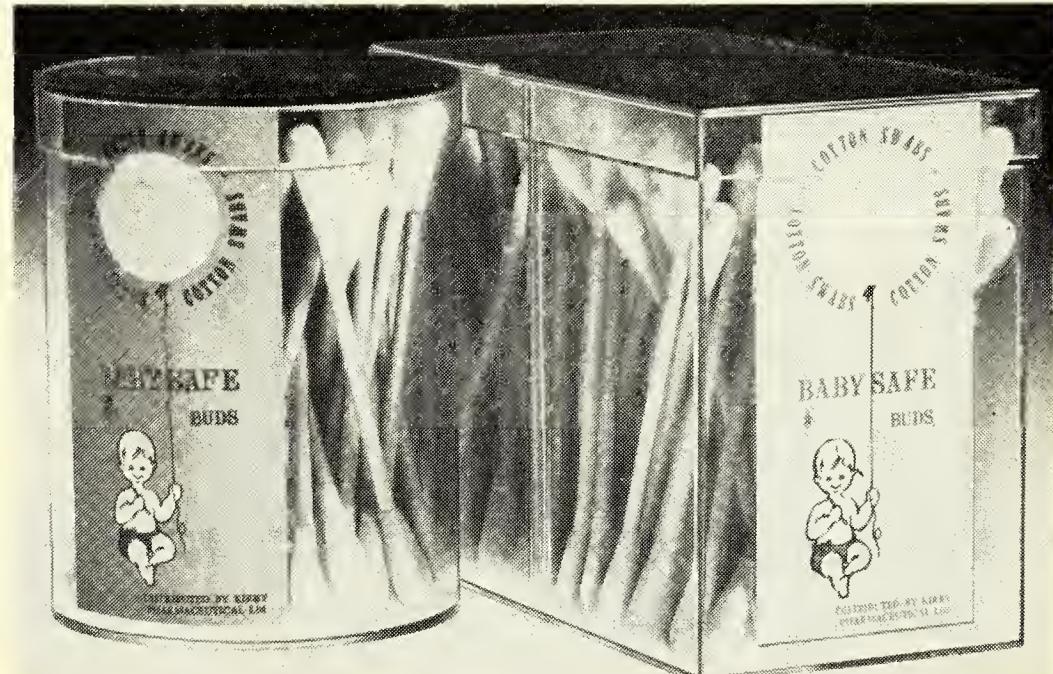
properties of not stinging baby's eyes; baby bathcare, which is a medicated skin cleaner and shampoo used instead of soap; baby lotion which is a light cream; baby soap, specially formulated for the most delicate skin and baby talcum powder.

Safety and controlled dispensing are the two important factors of this toiletries range which is packed in specially moulded polyvinyl.

The bottles are light and shatter proof and they are triangular shape with a flat surface at the front and an indented back. The indents are designed as finger grips and the top has a small push-up valve, which is hinged at the base so that it closes flat to the top of the bottle when not in use. The flip-top valve can be pushed up to allow the contents to flow through by a flip of the thumb (S. Maw Son & Sons Ltd, Aldersgate House, New Barnet, Herts).

## Unmedicated baby powers

Cuxson, Gerrard have recently re-formulated their baby powders. Their Sanoid zinc and starch powders in the familiar blue tin has now been changed to the BPC specification for zinc, starch and talc dusting powder BPC with a similar pack design. The dusting powder is available in drums of 170g (£0.12½). Sterilised talc of fine and smooth texture is used for the Cuxson, Gerrard baby powder which is perfumed. It is also highly absorbent and, say the makers, has a cooling and soothing effect. Packed in metal containers, fitted with one-hand operated captive sprinkler caps, the powder comes in a 114g tin (£0.16½) and 270g



## TOILETRIES

Continued from previous page

(£0.27). The powder is now unmedicated.

Baby pants, from the same company, are made from a soft plastic which is easily washable. Generously cut in four sizes, each pair of pants is packed in an elegant carton (£0.14). And for mothers who buy on price, Dimple baby pants in two sizes are offered: large (£0.05) and extra large (£0.06) (Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs).

### Simple Soap for babies

Simple Soap has long been used by customers with troublesome skins but now maternity and post natal clinics are recommending this pure soap for babies with napkin or other kinds of rash.

Press coverage this Autumn includes quarter pages in *Mother and Mother's Baby* (The Albion Soap Co, 30 Thames Street, Hampton, Middlesex).

### Paddipads in new packs

Paddi Pads by Robinsons of Chesterfield remain the market leaders in disposable nappies with more sales over-all than all other brands put together. With a programme of product and pack up-dating nearing completion and an extensive promotional campaign in progress, the company are currently achieving a highly buoyant sales record.

Commenting on the current situation Mr John McPhie, sales and marketing director said: "Our sales record so far this year can only be described as excellent—there have even been several weeks when sales were up by 100 per cent on last year's figures.

"The new Paddi 20 pack in polythene has achieved a remarkable distribution level and the new Paddi Poppon economy nappy holder and the new Paddi De Luxe adjustable pant have also done well in their initial launch. These products are being offered to chemists as a special bonus offer—with every dozen ordered from Robinsons' representatives one free pant will be given immediately."

Backing up the new Paddi ranges is a new set of point-of-sale material including shelf-wobblers, posters, multi-fix display units and shelf-edger cards—all are obtainable from the Robinsons' representatives.

"We are confident that the time is now ripe for an all-round increase in the size of the disposable nappy market—a market

which has a potential retail value of £50 million annually," Mr McPhie told C&D (Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield).

### Lilia-White introduce cotton wool balls

Two extensions to Lilia-White's Golden Babe range are cotton wool balls and pleated wool, both in white and made in a special blend of cotton wool and rayon.

These products were introduced following consumer research indicating the growing trend towards this type of cotton wool presentation—which for the busy mother, particularly, offers more convenience and less wastage.

The Golden Babe cotton wool balls (£0.17) are in a polythene pack containing approximately 150 balls and Golden Babe pleated wool (£0.08½) provides approximately 8ft of wool (Lilia-White (Sales) Ltd, Charford Mills, Birmingham).



Trimster display stand



## OTHER PRODUCTS

### Heyman increase their range

A & H Heyman, manufacturers of plastic babypants have extended their range to include cot sheets, plastic bibs, terry bibs, tie-pants and fully-fashioned nylon pants. They have also introduced improved packaging for their products (A & H Heyman, Horndale Avenue, Aycliffe Industrial Estate, Co Durham).

### Wide selection by Trimster

Trimster, a company of only eight years of age, manufacture a wide range of baby products including nappy squares, trainer pants, coloured pants, feeders and aprons, bibs and flannels.

The company offer as much as 50 per cent profit, their goods being invoiced at

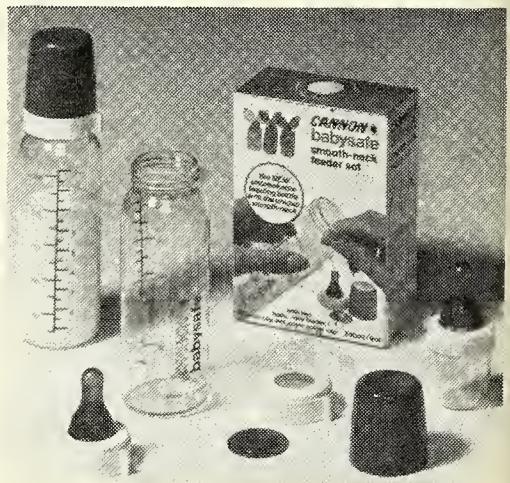


### Smooth neck feeder set

The smooth neck feeder set from Cannon Rubber includes a new smooth neck feeding bottle which, by the inclusion of a dormal cap, can keep babies food and drink warm. This means that a mother can prepare a feed in the bottle, with the teat ready for feeding but covered with the dormal cap and so overcome any contamination. The prepared feed can then be placed in a bottle warmer when required for use.

The set includes 9oz feeder, two universal teats, mini-feeder, dormal cap and a spare screw cap (£0.39). Single bottles with cap, disc, teat and dormal cap are also available (£0.29) (The Cannon Rubber Manufacturers Ltd, Ashley Road, Tottenham, London N17 9LH).

### Cannon feed set



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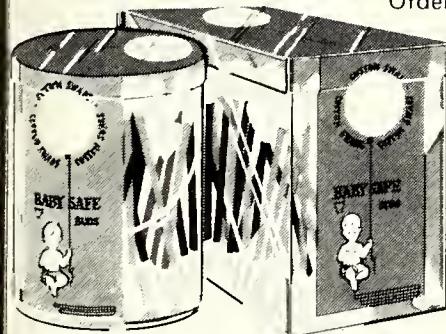
Display Outer of 6 x 80 buds plus 4 x 160 buds

Trade price £2.42 each (no P.T.)

refills.

6 x 80 buds: trade price £1.14; 6 x 160 buds: trade price £1.92

Please specify pink or blue on order.



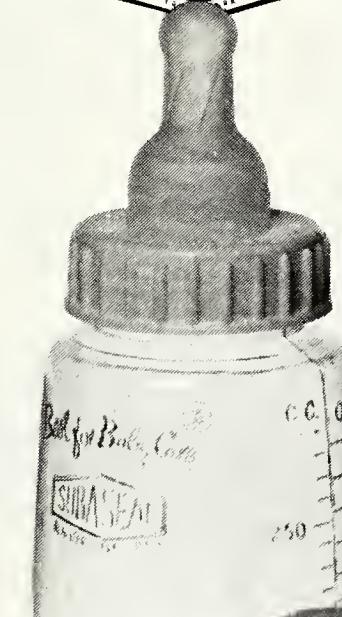
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